

Who is the SSL?

The Suncoast Softball League is the largest LGBTQ+ sports league in the Tampa Bay area!

The SSL was organized with a mission to promote a friendly, competitive, and emotionally safe environment for LGBTQ men and women in the Tampa area to learn and participate in the sport of softball. While we realize opportunities exist outside of this League for softball play, the League exists as our special place, affording opportunities to us as a group which aren't available elsewhere. Our goal as a League is to promote acceptance of LGBTQ men and women as well as those in our community who are friendly and supportive of our ideals.

We are a 501(c)3 non-profit first organized in fall 1993 relying on member dues, sponsor contributions and fund raising activities to cover operational costs. We have over 400 active members participating in four levels of competitive play over two seasons.

As a valued partner with our league, we will promote your business to our league members, fans, friends, and the Tampa Bay LGBTQ community. Your company's information will be advertised on our league's website and Facebook. Depending on the level of sponsorship you choose, a variety of other opportunities are available to highlight your business, including but not limited to hosting social events at your location to allow our members to attend and support your business. In addition to the benefits you receive from your sponsorship, you will be promoting SSL's mission and our goal in a positive way.

The SSL also has a successful track record of giving back to the community, raising tens of thousands of dollars for community organizations like Meals on Wheels, Suncoast Animal Clinic and Ybor Youth Clinic as well as hosting Giving Days for donations each season.

The SSL has been recognized year in and year out as one of the most outstanding LGBTQ local sports leagues in Tampa Bay. Please consider partnering with us as we work hard to continue to provide an organization that promotes diversity and a safe environment for all to play in.



ORGANIZED:

Fall 1993

Year 31: 2023-24

BUSINESS STATUS:

501(c)3 Non-Profit

MEMBERS:

400+

FACEBOOK:

SSL Public Fans >1,000

GSC Public Fans >1,000

SSL Private Members

Group >500

DEMOGRAPHICS:

20-60, Mixed, LGBTQ+

OUTREACH:

Tampa/St. Pete Area

NATIONAL AFFILIATION:

North American Gay

Amateur Athletic Alliance

(52 member associations)



SUNCOAST SOFTBALL LEAGUE SPONSOR PACKAGES



GRAND SLAM - \$5000

- League and Tournament Title Sponsor
- Featured Sponsor of the League and Tournament
- Access to Tournament Party Hosting
- Additional Extra Innings
- On Deck Newsletters / Banners
- Gameday / Extra Innings Sponsors
- Tournament SWAG Bag Access

DOUBLE - \$750

- Additional Extra Innings
- On Deck Newsletters / Banners
- Gameday / Extra Innings Sponsors
- Tournament SWAG Bag Access

HOME RUN - \$2500

- Featured Sponsor of the League and Tournament
- Access to Tournament Party Hosting
- Additional Extra Innings
- On Deck Newsletters / Banners
- Gameday / Extra Innings Sponsors
- Tournament SWAG Bag Access

SINGLE - \$375

- On Deck Newsletters / Banners
- Gameday / Extra Innings Sponsors
- Tournament SWAG Bag Access

TRIPLE - \$1250

- Access to Tournament Party Hosting
- Additional Extra Innings
- On Deck Newsletters / Banners
- Gameday / Extra Innings Sponsors
- Tournament SWAG Bag Access

**ADDITIONAL
A LA CARTE
OPTIONS
AVAILABLE**



PACKAGE OPTION BREAKDOWNS

League and Tournament Title Sponsor

- **Presented By** naming rights.
- Logo in header of league and tournament website, league and tournament Facebook cover photo and SSL Members group photo.
- Four @ full page ads in our online tournament program.
- Logo featured on Gay Softball World Series shirts.

Featured Sponsor of the League and Tournament

- Logo on the footer of all public League and Tournament website pages.
- Featured sponsor in weekly "On Deck" email to members.
- Three @ full page ads in our online tournament program

Access to Tournament Party Hosting*

- *surcharge varies by party

Additional Extra Innings

- Additional Extra Innings Opportunities as available

On Deck Newsletter / Banners

- Advertised to members in our weekly "On Deck" email communication including links to promotions.
- Logo on league and tournament banners.

Game Day / Extra Innings Sponsor

- One game day promotion each year with flyers in each dugout and an Extra Innings social event after the games (weather permitting)

Tournament SWAG Bag Access

- Access to tournament welcome bag to provide your flyers or other giveaways to arriving members (number of bags will vary based on attendees up to 1800)