

NATIONAL ADULT BASEBALL ASSOCIATION

LEAGUE AFFILIATION

The NABA is America's premier adult amateur baseball organization. Established in 1992 and headquartered in Littleton, Colorado, the NABA is one of the fastest growing amateur adult baseball programs in the country. The NABA offers competitive and recreational baseball leagues and tournaments to men and women in more than 85 leagues and 30 states nationwide.

Currently, the NABA has more than 85,000 player-members that have participated in America's favorite pastime on weekends, in twilight leagues and in regional, national and world championship tournaments.



NATIONAL ADULT BASEBALL ASSOCIATION

SERVICES OFFERED BY NABA



The NABA provides a franchise service for participants in amateur adult baseball to its player-members and affiliated local leagues nationwide. The NABA assists League Presidents' in the organization of local leagues from start to finish; and provides local representation, advertising, tryouts, fields, umpires, schedules, insurance, all-star games, playoffs, awards, merchandise, Regional Tournaments, National Tournaments, World Championship Tournaments and much more.

The NABA is organized nationally in groups categorized by age. The largest division of play is the Open Division (18 & Over). The NABA also features 25 & Over, 35 & Over, 45 & Over, 50 & Over, 55 & Over, 60 & Over, and 65 & Over divisions. These divisions are then classified by experience level ranging from advanced to recreational.

Additionally, the NABA provides its player-members with the opportunity to purchase logo merchandise, baseballs, and awards.

NATIONAL ADULT BASEBALL ASSOCIATION

MARKETING AND BUSINESS DEVELOPMENT



The NABA's marketing strategy is to enhance, promote and support that NABA is a leader in amateur adult baseball in the U.S.

The NABA has developed an advertising and promotion strategy to position the NABA as the leading service provider in the market. This message will be disseminated via the use of media methods such as the internet (facebook, Instagram, twitter, craigslist), website, electronic newsletters, direct mail, print, radio and television. We will use Robly, Pipedrive, and Wikipro as resources to our marketing success

Like a diamond, the NABA marketing effort is multi-faceted and cut to reach four specific target audiences and nurture vitality and growth. Those targets are as follows:

- Retain current NABA player-members & local leagues, assist in their growth;
- Evaluate, target and develop new NABA leagues in communities not currently served by the NABA;
- Promote NABA State/Regional/National/ and World Championship Series Tournaments & increase participation; and
- To provide sponsors a mutually beneficial relationship that supports the NABA mission and gives sponsors access to a very large segment of the sporting and recreational market.

The marketplace is undergoing rapid changes. We see an influx of local leagues, city leagues, independent leagues and other such entities emerging. Using its nationally recognized name the NABA will turn this local interest in adult baseball to its advantage and continue its phenomenal growth... all of which will benefit player members, league presidents, and sponsors.

NATIONAL ADULT BASEBALL ASSOCIATION

WHY AFFILIATE WITH NABA

The Affiliation package provides local league ownership for the league, who assume full responsibility for all finances, including field payments, office expenses, and league option purchases. There are no start up fees from the NABA National office. The league sets a fee for each team to cover league costs and profit margins established by the league owner. NABA will send national NABA rulebooks for each league; however, league also decides local rules governing the league, and the NABA will not interfere with the league's operations. You will have the full support of a national organization and the full resources of the organization to back you and your league including; operations support, baseball support, financial support, insurance support both general liability and secondary medical, information support and most importantly legal support.

Here is what our Affiliation does for you:

1. National Office backing/guidance. NABA offers every league and every team a FREE NABA Manager's rule book complete with all playing rules, tournaments and managerial materials and forms. Each rulebook comes with a forms to help run their team and a sponsorship letter for assistance on getting a company sponsor for their team.
2. Through a national program the NABA offers a \$4,000,000 liability & a \$25,000 secondary medical insurance policy to all leagues and players at a discounted rate. All administration is done through our national office. All certificates are processed on a timely manner and forwarded to the League President. All claims are handled by the national office.
3. The NABA offers an Official NABA baseball furnished by Wilson Sports, which carries the official NABA logo on the ball. This quality ball is our own model brand A1000-NABA and is comparable to the A1010HS1 baseball. All leagues and members purchase the baseball at a discounted price which includes discounted shipping prices.
4. The NABA offers FREE online registration to all our members through our own online registration system through SportsEngine. This allows the team manager to have more organization to know who has registered on his team, and to develop a roster, and communicate with the team. It also allows the League President to maintain registration with all players and managers of each team and to develop a database to the league members and players, while providing the league president, managers and players with the insurance liability protection they need to play the game.
5. The NABA offers each league a website through SportsEngine, which is paid separately at a discounted rate. It provides the league with their own online team registration, scheduling, team stats, player stats, and email and text communications with the leagues and its players.
6. The NABA offers a League Champion Award Program...every league champion in the league receives a \$500.00 gift certificate to the NABA World Series in either Arizona or Florida.

NATIONAL ADULT BASEBALL ASSOCIATION

WHY AFFILIATE WITH NABA



New Teams Now Forming

PLAY BALL!



The National Adult Baseball Association one of the largest premier amateur baseball leagues in the world. With more than 40,000 members beginning with the age of 18, with various age groups (18 & Over, 20 & Over, 30 & Over, 40 & Over, 50 & Over) and playing levels (Rookie, A, AA, AAA) depending on your area.

League and Tournament play all around the country. Contact a league president in your area, information below.

Visit us online at:
www.dugout.org

Everyone has a chance to play in the NABA!

FOR LEAGUE INFORMATION OR TO BE PLACED ON A TEAM IN YOUR AREA CONTACT:

LEAGUE PRESIDENT
PHONE
WEBSITE / E-MAIL

9. The NABA offers all league teams a discount to all NABA National Tournaments and the World Series for being a part of the NABA league.
10. The NABA offers discounts on league options to all of our League Presidents. Each league has an opportunity to purchase league shirts, awards, equipment, and baseballs at discounted rates. NABA will customize anything you want and can use our logo or yours. With the huge volume NABA orders with awards, we can get substantial discounts on league options.
11. The NABA offers a National Web Site for our leagues at www.dugout.org for information about leagues, tournaments, and other news. We also have an interactive website for all operational resources for all local league presidents, and team managers through our League President and Managers Dugout. We also provide telephone support through our national office staff.
12. The NABA offers (2) two World Series in Phoenix, Arizona and Jupiter, Florida on Major League Spring Training Stadiums and complexes. The tournaments are a sample of what NABA standards are and brings most of our leagues together for healthy competition and camaraderie.
13. The NABA offers (12) twelve National Championship Tournaments or Regional Tournaments across the United States for our teams to participate in over a holiday weekend.
14. The NABA offers promotional materials. Our NABA National posters can be used to advertise your local league, and our brochures provide basic background and benefit information.
15. NABA offers a **FREE ONLINE LEAGUE PRESIDENT MANUAL** explaining how to open, operate and maintain a NABA League. It is a reference source to all your questions.
16. NABA offers an electronic version of the NABA's weekly newsletter sent to all our player members with NABA information and news.
17. NABA offers logo merchandise.

NATIONAL ADULT BASEBALL ASSOCIATION

HOW THE NABA WORKS FOR YOU



Services

League Fee

- | | |
|--|-------------------|
| ✓ Affiliation fee | \$20 per player |
| ✓ Liability insurance with secondary medical insurance
(\$4,000,000 liability policy & \$25,000 secondary medical policy) | \$140 per team |
| ✓ NABA Logo Wilson A1000-NABA Baseball
(Equivalent to the A1010HS1 Baseball) | \$56.50 per dozen |
| ✓ Online Player & Manager Registration | Free with fee |
| ✓ NABA Managers rulebook | Free with fee |
| ✓ Promotional materials (Posters and operating manual) | Free with fee |
| ✓ NABA Weekly Newsletter | Free with fee |
| ✓ Local League website provided by SportsEngine
✓ Custom Domain, online team registration for NABA
Liability insurance, scheduling, standings, team stats,
Player stats, email and text communications. | Paid Separate |

NATIONAL ADULT BASEBALL ASSOCIATION

HOW THE NABA WORKS FOR YOU



✓ National website	Free with fee
✓ NABA National Tournament Discounts	Free with fee
✓ League Champion Award Program (\$500 Credit to the NABA World Series)	Free with fee
✓ NABA Online member and league president store	Free with fee
✓ NABA Member vendor discounts	Free with fee
✓ Host your own Regional Tournament (NABA liability insurance and baseballs required)	Free with fee
✓ Discounted baseball equipment	Paid separate
✓ World Championship Series	Paid separate
✓ National Championship Tournaments	Paid separate
✓ Local league options	Paid separate

NATIONAL ADULT BASEBALL ASSOCIATION

The National Adult Baseball Association works hard to provide our League Player Members, our Team Managers, our League President's, and all teams who attend our tournaments with great sponsors.

These sponsors help provide opportunities for our player members to get discounts and save money on purchases and products. Our sponsors help to streamline the NABA operations and to give us an opportunity to keep our costs down with our player members.

You're using their services and/or purchasing their products helps NABA maintain our costs to you; and allows NABA to provide you with an opportunity for discounts by being a NABA player member or affiliated league.

You will find all these sponsors on the NABA website and what they offer to the league and our player members nationwide. We look forward to continuing our pursuit of adding more sponsors to benefit our player members and leagues nationwide

CULTIVATING PARTNERSHIPS SPONORS



Wilson is the Official Baseball of the NABA. They provide discounted rates for our league and members to purchase NABA's own model baseball. Wilson also provides gloves, equipment, bags and uniforms for the NABA and for our leagues across the country. Zinger Bats, DoveTail Bats and Louisville Slugger are an official wood bat suppliers of the NABA. They provide our members with a discounted rates for purchasing wood bats.



Evoshield is the official merchandise of the NABA. Evoshield provides most of our NABA merchandise both sold and given out in awards to our teams. Evoshield also provides protective gear for our players and league, while providing discounted rates to all our teams and leagues across the country who want to purchase merchandise and protective gear. Atec is the official Official training equipment for the NABA. Sometimes league prefer to purchase equipment for field use and the NABA provides discounted rates through Atec this equipment. STXX Sports Apparel is one of the NABA's Official sports apparel provider. They provide discounted rates to our NABA members. M-Powered Baseball is another Official equipment provider of the NABA. For our league presidents and their leagues. SportsEnging is the official website provider of the NABA. They provide websites to our league at discounted rates.



Sacco Gloves is one of our official suppliers of premium baseball gloves at discounted rates provided to all NABA members. Baseballismi is a sponsor of our World Series providing championship game Most Outstanding Player and Defensive Player of the Game Awards. Budget Car Rental is the official car rental of the NABA. Our members have access to discounted rates through Budget by using the NABA discount code. SMI awards is the official awards supplier of our World Series rings and watches, and other awards at National Tournaments.

NATIONAL ADULT BASEBALL ASSOCIATION

BECOME AN NABA LEAGUE PRESIDENT

Giving Back to the Community

The NABA realizes that there is more to life than baseball. The NABA has donated a substantial portion of its profits to local communities, local cities, local baseball high schools, local colleges, local universities, local recreation and parks departments, and local little leagues across the country. These contributions given to the community allow our NABA members the opportunity to once again play America's favorite pastime.

The NABA and all of its affiliation leagues will, during the 2023 Season, provide over \$250,000 worth of contributions and donations to local youth programs, high schools, colleges, athletic programs, parks and recreation departments and many other similar organizations throughout the United States in exchange for field usage. Since 1992 contributions by the NABA via rental fees, cash gifts, in-kind gifts and labor have exceeded a value of more than \$7,500,000 dollars to our local communities.

If you know of any baseball organizations, high schools, colleges, universities, or parks and recreation departments who will benefit in their community with a donation of cash gifts, in-kind gifts or labor in exchange for field time; please let us know and we can assist you with phone calls, brochures and/or testimonies from other recipients of NABA donations from across the country.

This year marks the 32nd season of NABA baseball in the country, and YOU can be an important part of the nation's fastest growing adult baseball organization by starting or taking over a league in your area. Play baseball for free in your own league, as well as earn some money—all this by becoming a NABA League President.

NABA has openings for league Presidents in many choice territories. If you're not sure if there's a league in your area, please contact us and we will advise you as to whether the NABA has arrived in your community, so you can become part of the fun. If not, we will provide all the information you need to start a NABA league anywhere in the United States or abroad.

League Presidents Main Duties

- ✓ Secure playing fields
- ✓ Arrange for umpires
- ✓ Recruit managers, players, teams

To become a NABA League President in your area, please copy and paste the following link into your browser and complete the League President Application.

http://www.dugout.org/dugout/startnewleague/pres_form.htm

You will be contacted by NABA Vice President Joe Collins who will help you get started with your own NABA baseball league.

NABAVicePres@gmail.com
303.639.9955
www.dugout.org

NATIONAL ADULT
BASEBALL
ASSOCIATION

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