



Triangle Collegiate Softball Classic Tournament

SPONSORSHIP PACKET

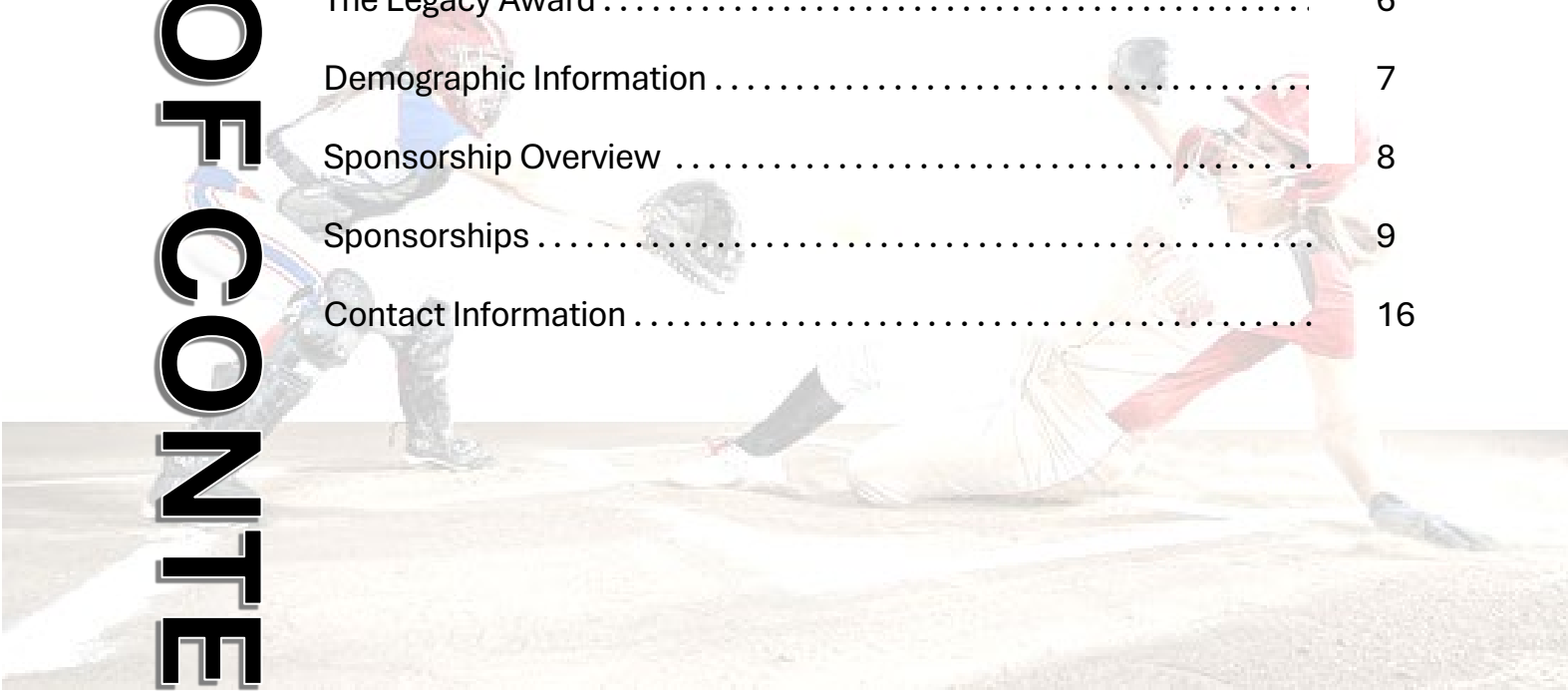
*Celebrating 18 consecutive years
The Nations Largest Collegiate Softball Tournament
Sanctioned & Endorsed by NCAA * NFCA * USA Softball*



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Prospective Sponsor,

We are excited to invite you to join us for the 18th annual Triangle Collegiate Softball Classic on March 7-9, 2025, in Raleigh, NC. The Triangle Classic has grown to become one of the most anticipated division 3 collegiate softball events in the nation, providing an excellent platform for student-athletes and an exciting experience for college teams and fans from across the nation.

Why Partner with Us?

Partnering with the Triangle Collegiate Softball Classic offers a unique opportunity to showcase your brand to a diverse and engaged audience. Last year, we welcomed over 3,000 attendees, including students, faculty, and community members, and featured division 3 college softball teams from coast to coast. Your support will not only enhance the visibility of your company but also demonstrate a commitment to promoting collegiate sports and empowering young athletes.

Sponsorship Opportunities

We are excited to offer a range of sponsorship packages tailored to fit your marketing objectives. Here are a few options:

- **Title Sponsorship:** Your brand will be prominently displayed as the event's title sponsor, including logo placement on all marketing materials, banners, and media mentions.
- **Banner Sponsorship:** Display your company banner at the event venue and include your logo on the event website.

Custom Packages

We understand that each sponsor may have unique goals, and we are happy to customize a package that meets your specific needs. We are eager to discuss how we can provide the most value and visibility for your investment.

Join Us in Making an Impact

By partnering with us, you will help continue a cherished tradition while supporting the aspirations of students across our athletic programs. Let's work together to make this year's event unforgettable.

We are eager to further discuss this partnership and explore aligning your brand with our event. Please contact us to schedule a meeting.

Warm regards,

Triangle Collegiate Softball Classic



ABOUT US



From Humble Beginnings to National Acclaim: The Story of the Triangle Collegiate Softball Classic

The Triangle Collegiate Softball Classic began in the spring of 2008 as a single-gender women's softball tournament, initially featuring four teams. It was hosted at the William Peace University campus, previously known as Peace College. The inaugural teams included Peace College, Agnes Scott College from Atlanta, Sweet Briar College, and Mary Baldwin University from Virginia. In the opening tournament, Peace College secured victory against Agnes Scott in the finals. This simple, yet attractive start provided our launching pad for what has become an ever-growing journey of success.

From its initial success, the Triangle Collegiate Softball Classic has continually expanded, growing from eight to ten teams. For several years, the event was held in the town of Cary, before moving in 2018 to the renowned Walnut Creek Softball Complex in Raleigh, featuring nine fields. This growth has attracted participation from teams across a broad geographical range, including states such as Georgia, Alabama, Mississippi, Tennessee, Ohio, Virginia, Pennsylvania, New Jersey, New York, Massachusetts, Connecticut, Rhode Island, Michigan, Iowa, Washington, Indiana, Louisiana, Kentucky, and North Carolina.

Today, the tournament boasts over 30 teams from across the nation. The format is a round robin, offering teams valuable competition opportunities ahead of their conference play. The event significantly impacts the greater Raleigh-Durham area's economy, coinciding with the ACC basketball tournament and March Madness. The early spring timing provides a welcome opportunity for northern teams to escape winter conditions for competitive play. Economic estimates suggest that the tournament generates between \$750,000 and \$1,000,000 in revenue for the local economy yearly, through hotels, restaurants, and entertainment.

As the largest NCAA softball single-weekend tournament in the United States, the Triangle Collegiate Softball Classic stands as a testament to the power of vision and dedication. Approaching our 18th year, we remain a cornerstone event in collegiate softball, celebrated for its unmatched competition and camaraderie.

To ensure the continued long-term success and growing impact of the Triangle Collegiate Softball Classic, the Triangle Collegiate Softball Foundation, a 501(c)3 public charity now conducts the event. This foundation is dedicated to sustaining the tournament's legacy and expanding its reach and influence. Through generous support and contributions, the Foundation aims to enhance opportunities for athletes and coaches and enrich the sporting culture nationwide. By fortifying the tournament's future, it guarantees that this pivotal event remains a vibrant fixture in collegiate softball for years to come.

Triangle Collegiate Softball Classic Tournament
a production of the Triangle Collegiate Softball Classic Foundation
a 501(c)(3) tax exempt charitable organization



OUR VISION



Our Vision, Mission & Opportunity

Our Vision

The Vision of the Triangle Collegiate College Classic is one that aligns with the NCAA Division III's vision statement of creating an environment that prioritizes the educational experience of student-athletes:

- **Student-athlete experience**

Division III athletics departments focus on the impact of athletics on the student-athlete, rather than the spectators. They also ensure that student-athletes are subject to the same academic standards, housing policies, and support services as the general student body.

- NCAA Div III athletics is the bedrock of the NCAA. While Div I and Div II focus so much on the fan experience, Div III considers the student athlete experience to be paramount.
- One weekend a year, the Triangle Collegiate Softball Classic celebrates these student athletes and coaches that love the game of softball and the experiences it provides.

Our Mission

Our focus is much deeper than a softball tournament. The Triangle Collegiate Softball Classic is an annual early season event that provides for participation in a competitive athletic environment. Student-athletes push themselves against nationally recognized teams that will help them build upon the athletic and academic success within an environment that fosters health, wellness and teamwork. The tournament is the Triangle Collegiate Softball Foundations launching pad annually for our Beyond the Spotlight Achievement Award and the annual drive to support secondary school softball programs struggling due to economics and natural disasters.

Our Opportunity

The Triangle Collegiate Softball Classic provides for passionate participation in a competitive athletic environment where student-athletes and coaches push themselves to excellence and build within this competition that will create success as well as new challenges and life skills. We have grown to become the nation's largest single-weekend NCAA Softball Tournament, positioning us to continue the growth and expansion to achieve milestones that impact the sport of softball, the players of softball and the coaches standing behind each program nationally.



LEGACY AWARD



Beyond the Spotlight Program

Celebrating Division III coaches who might not have Division I coverage but who have a monumental impact on their players and the sport of softball.



Program Overview:

In partnership with the world-renowned King & His Court Historical Preservation Foundation the Triangle Collegiate Softball Foundation is proud to announce that the 2025 tournament will set the inaugural stage for the first Legacy Achievement Awards, in recognition of two Division III coaches.

Through more than 65 years The King & His Court became recognized as **America's #1 Softball team** by displaying the pinnacle of softball talent and athletic achievement they were known as the "**Kings of Softball**" where they recorded multiple global milestones and countless industry records, never to be duplicated. Now the two organizations unit as we join to recognize and thank those who have achieved softball greatness and who have given unselfishly to the sport of softball through the induction of individuals chosen to receive the **King & His Court Legacy Achievement Award**.

- **Objective:**

To honor and recognize the outstanding contributions of Division III softball coaches who have significantly influenced their student-athletes' growth and development.

- **Criteria for Recognition:**

Coaches are nominated based on their commitment to mentorship, leadership, and the positive impact they have had on the holistic development of their student-athletes.

- **Community Engagement:**

Encourage contributions from former athletes, parents, and supporters to build a fund dedicated to supporting both the recognized coaches and their programs.

- **Award Benefits:**

Provide a platform for coaches to gain the recognition they deserve, which may include financial awards, professional development opportunities, and enhanced visibility within the sports community.



DEMOGRAPHICS



IT'S A GRAND SLAM

Reach a demographic by sponsoring the 2025 Triangle Collegiate Softball Classic

The Triangle Collegiate Softball Classic draws a diverse crowd of more than 3000 families and community members.

With your sponsorship, you can reach a highly desirable and targeted audience:

- Aged 7 to 88
- Broad educational base
- Household incomes across the spectrum
- Professionals
- Business leaders
- Key corporate decision makers
- Parents
- Alumni
- Purchasers of consumer products
- Housewives
- Children
- Softball players from youth to senior levels
- Who enjoy supporting softball throughout our region and nationwide

Participating teams from 23 states and 60 different colleges have participated in the Triangle Collegiate Classic.

There have been over 60 different Division III Universities and Colleges participate over the previous 17 years.

States represented include Virginia, Ohio, New Jersey, New York, Connecticut, Massachusetts, Rhode Island, Maine, Tennessee, Georgia, Alabama, Louisiana, Kentucky, Mississippi, Michigan, Iowa, Washington, Washington DC, Maryland, Delaware, Pennsylvania, Indiana, and North Carolina.





SPONSORSHIP

SPONSORSHIP PACKAGES

The following options are basic packages and can easily be customized to fit your company’s needs.

PREMIUM SPONSORSHIPS

- * Hall of Fame Presenting Sponsor (2)- \$3,000
- * MVP Sponsor (2)- \$1,500
- * All-Star Sponsor (4)- \$1,000
- * Beyond the Spotlight Coaches Award Sponsor (10)- \$750
- * Coaches - VIP Hospitality Tent Sponsor (4)- \$500
- * Field Sponsor (9)- \$300
- * Dugout Sponsor (18)- \$250

OTHER LEVELS OF SPONSORSHIPS

- * Coaches Swag Bags – (must supply 70 items for all team coach bags)

The following pages outline the opportunities and benefits in greater detail.



SPONSORSHIP



Hall of Fame Presenting Sponsor

Elevate Your Brand as the Hall of Fame Title Sponsor! Stand out as the exclusive leader with guaranteed category exclusivity. As our distinguished Hall of Fame Title Sponsor, your company will shine in all marketing materials, press releases, and online platforms.

You will also be a part of the Beyond the Spotlight Legacy Achievement award, which honors and recognizes the outstanding contributions of two Division III softball coaches who have significantly influenced their student-athletes' growth and development. This prestigious award is presented in partnership with the King & His Court Historical Preservation Foundation and the Triangle Collegiate Softball Classic Foundation.

Enjoy an exclusive VIP experience with 7 tournament passes, granting you access to the VIP tent, complete with refreshments throughout the day, and take advantage of 2 VIP parking spaces during the entire event. Amplify your brand visibility, with your company name and logo prominently displayed on sponsor banners in each dugout (18 banners total) and field banners at every game field (9 banners total).

Your brand will also enjoy premium positioning on our website sponsor page. Engage directly with key influencers, with first rights to include items in the coveted Coaches and Players swag bags.

This unique sponsorship is available to just one forward-thinking company. Is your brand ready to take center stage?

PREMIER TITLE Sponsorship Recognition

- Category Exclusivity – Guaranteed to be the only company in your field of specialty
- Prominent listing as “Hall of Fame Title” sponsor in marketing materials and press releases
- Beyond the Spotlight sponsor, recognized at award presentation and on website
- 7 VIP Tournament passes including access to VIP tent with refreshments throughout the day
- 2 VIP parking spaces during both days of tournament
- Company name and logo In Premier position on Sponsor Banners in each dugout (18 banners total)
- Company name and logo In Premier position on Field Banners at each game field (9 banners total)
- Company name and logo in premier position on tournament’s website sponsor page
- Coaches Swag Bags; First right of participation to include items in Coaches Swag Bags

The Sponsorship Fee is: \$3,000 (2 opportunities available)





SPONSORSHIP

MVP Sponsor for the Softball Tournament

Shine Bright as the MVP Sponsor! Your company will gain prominent listing as the "MVP" sponsor in all marketing materials and press releases, ensuring that your brand stands out as a key supporter of our tournament.

You will also be a part of the Beyond the Spotlight Legacy Achievement award, which honors and recognizes the outstanding contributions of two Division III softball coaches who have significantly influenced their student-athletes' growth and development. This prestigious award is presented in partnership with the King & His Court Historical Preservation Foundation and the Triangle Collegiate Softball Classic Foundation.

Experience the tournament in style with 3 VIP passes, complete with access to the VIP tent offering refreshments throughout the day and enjoy the convenience of a VIP parking space for both days of the event. Your company logo will be prominently displayed in premier positions on sponsor banners in each dugout (18 banners total) and on field banners at every game field (9 banners total).

Further enhance your visibility on our website sponsor page. Engage with key stakeholders with the first right of participation to include items in the coveted Coaches and Players swag bags.

This sponsorship is a perfect opportunity for a brand eager to make a lasting impact. Are you ready to take on the MVP role and support our tournament?

PREMIER Sponsorship Recognition

- Prominent listing as “MVP” sponsor in marketing materials and press releases
- Beyond the Spotlight sponsor, recognized at award presentation and on website
- 3 VIP Tournament passes including access to VIP tent with refreshments throughout the day
- 1 VIP parking space during both days of tournament
- Company logo In Premier position on Sponsor Banners in each dugout (18 banners total)
- Company logo In Premier position on Field Banners at each game field (9 banners total)
- Company logo in premier position on tournament’s website sponsor page
- Coaches Swag Bags; First right of participation to include items in Coaches Swag Bags

The Sponsorship Fee is: \$1,500 (2 opportunities available)



SPONSORSHIP



All-Star Sponsor for the Softball Tournament

Lead the Field as the All-Star Sponsor! Elevate your brand to the premier league with our "All-Star Sponsor" package and limited to just four exclusive slots! As an All-Star Sponsor, your company will be prominently featured in all marketing materials and press releases, showcasing your role as a key supporter of the tournament. Enjoy the privilege of being a "Beyond the Spotlight" sponsor, gaining recognition at our award presentation and on the tournament's website.

Included in your sponsorship are two VIP tournament passes, offering exclusive access to the VIP tent and its refreshments throughout the day, plus a dedicated VIP parking space for both days of the tournament. Amplify your brand's visibility with your logo displayed on 18 dugout banners and 9 game field banners and the website sponsor page, ensuring maximum exposure.

Moreover, seize the first right of participation to include items in the Coaches and Players swag bags, uniquely positioning your brand in the hearts of participants and attendees.

PREMIER Sponsorship Recognition

- Listed as "All-Star" sponsor in marketing materials and press releases
- Beyond the Spotlight sponsor, recognized at award presentation and on website
- 2 VIP Tournament passes including access to VIP tent with refreshments throughout the day
- 1 VIP parking space during both days of tournament
- Company logo on Sponsor Banners in each dugout (18 banners total)
- Company logo on Field Banners at each game field (9 banners total)
- Company logo on tournament's website sponsor page
- Coaches Swag Bags; First right of participation to include items in Coaches Swag Bags

The Sponsorship Fee is: \$1,000 (4 opportunities available)





SPONSORSHIP

Beyond the Spotlight Coaches Award Sponsor

Shine bright with the "Beyond the Spotlight Coaches Award Sponsor" opportunity! As a sponsor you will help us in celebrating the accomplishments of Division III coaches who have played a monumental role in the lives of their players and the sport of softball.

In partnership with the world-renowned King & His Court Historical Preservation Foundation the Triangle Collegiate Softball Foundation is proud to announce that the 2025 tournament will set the inaugural stage for the first Legacy Achievement Awards, in recognition of two Division III coaches.

Your company will be acknowledged in all marketing materials, emphasizing your commitment to celebrating exemplary coaches who make a difference.

Enjoy two VIP tournament passes with access to the VIP tent and refreshments, ensuring a premium tournament experience. Your brand will gain significant exposure with your logo displayed on 18 dugout banners and 9 game field banners, as well as being featured on the tournament's website sponsor page.

Additionally, seize the chance to include items in the Coaches and Players swag bags, allowing your brand to be remembered by all participants long after the tournament concludes.

PREMIER Sponsorship Recognition

- Listed as "Beyond the Spotlight Coaches Award" sponsor in marketing materials and program
- 2 VIP Tournament passes including access to VIP tent with refreshments throughout the day
- Company logo on Sponsor Banners in each dugout (18 banners total)
- Company logo on Field Banners at each game field (9 banners total)
- Company logo on tournament's website sponsor page
- Coaches Swag Bags; First right of participation to include items in Coaches Swag Bags

The Sponsorship Fee is: \$750 (10 opportunities available)



SPONSORSHIP



VIP – Coaches Hospitality Tent Sponsor

Step into the spotlight with the "VIP – Coaches Hospitality Tent Sponsor" package! This sponsorship provides your company with high-visibility recognition in all marketing materials and the event program as an essential supporter of our VIP - Coaches Hospitality Tent.

Enjoy the privilege of a VIP tournament pass, granting access to the exclusive VIP tent where refreshments are provided throughout the day. Your brand will enjoy extensive exposure with its logo prominently displayed on 18 dugout banners and 9 game field banners. Additionally, your logo will feature on the tournament's website sponsor page.

Capitalize on the chance to include your items in the Coaches and Players swag bags, ensuring your brand is a memorable part of everyone's tournament experience.

PREMIER Sponsorship Recognition

- Listed as "VIP – Coaches Hospitality Tent" sponsor in marketing materials and program
- 1 VIP Tournament passes including access to VIP tent with refreshments throughout the day
- Company logo on Sponsor Banners in each dugout (18 banners total)
- Company logo on Field Banners at each game field (9 banners total)
- Company logo on tournament's website sponsor page
- Coaches Swag Bags; First right of participation to include items in Coaches Swag Bags

The Sponsorship Fee is: \$500 (4 opportunities available)



SPONSORSHIP



VIP – Field Sponsor for the Softball Tournament

Field Sponsor: A Winning Opportunity for Your Brand!

Join us as a prestigious *Field Sponsor* at the upcoming Softball Tournament! This exclusive opportunity allows your company to shine with your name and logo prominently displayed on a banner at one of our game fields. Not only that, but your logo will also be featured on eight additional field banners and each dugout across 18 banners, providing expansive visibility. As a Field Sponsor, you'll be highlighted on the tournament's website sponsor page. Plus, you'll have the unique advantage of including items in both the Coaches and Players Swag Bags. With only nine sponsorship opportunities available, this is your chance to make a memorable impact and engage with our passionate community!

PREMIER Sponsorship Recognition

- Company name and logo In Premier position on 1 Field Banner at one game field
- Company logo on remaining 8 Field Banners
- Listing as “Field” sponsor on tournament program
- Company logo on Sponsor Banners in each dugout (18 banners total)
- Company logo on tournament's website sponsor page
- Coaches Swag Bags; First right of participation to include items in Coaches Swag Bags

The Sponsorship Fee is: \$300 (9 opportunities available)



SPONSORSHIP



VIP – Dugout Sponsor for the Softball Tournament

Dugout Sponsor: Amplify Your Brand's Presence!

Step up to the plate as a *Dugout Sponsor* at the Softball Tournament! Enjoy a premier position for your company name and logo on a banner at one of our game field dugouts, with additional exposure on 18 dugout banners and 9 field banners. As a Dugout Sponsor, you'll be prominently listed on the tournament's website sponsor page. This sponsorship also provides the exciting opportunity to include your items in Coaches and Players Swag Bags, ensuring your brand achieves maximum visibility and engagement. With 18 sponsorship opportunities available, now is your chance to connect with our vibrant community and bolster your brand's recognition!

PREMIER Sponsorship Recognition

- Company name and logo In Premier position on 1 Dugout Banner at one game field
- Company logo on remaining 18 Dugout Field Banners
- Company logo on 9 Field Banners
- Listing as "Dugout" sponsor on tournament program
- Company logo on tournament's website sponsor page
- Coaches Swag Bags; First right of participation to include items in Coaches Swag Bags

The Sponsorship Fee is: \$250 (18 opportunities available)

Coaches Swag Bags Sponsor

It's ALL IN THE BAG....

Each Triangle Collegiate Softball Classic coach receives a swag bag filled with goodies. Given the demographic of our event participants and attendees, we believe that we can provide your brand with great exposure to the right people, while at the same time raising important funds to support our growing portfolio of events and local youth organizations. Coach bags require 70 items.

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a 501(c)(3) tax exempt charitable organization



CONTACTS



CONTACT INFORMATION

Sponsorship with the Triangle Collegiate Softball Classic is a partnership!

If your company is looking to increase brand awareness to the softball community, position yourself as a supporter of programs that encourage and promote positive skills or just interested in becoming a part of something that builds community strength, the Triangle Collegiate Softball Classic is the most efficient path, and your sponsorship is the most effective conduit.

We invite you to consider becoming a partner with the Triangle Collegiate Softball Classic as we are dedicated to providing you – our partner with opportunities and resources that will help open doors and produce results. Working together – we all become winners!

To take advantage of this partner opportunity, please contact:

Charlie Dobbins
Tournament Founder & Foundation Director
cdobbins@trianglecollegiatesoftballclassic.com
919-422-3607

Alan Riggs
Tournament Coordinator of Umpires
ariggs@trianglecollegiatesoftballclassic.com

Jill Smedley
Tournament Director
jsmedley@trianglecollegiatesoftballclassic.com

Steve Beden
Foundation Director
sbeden@trianglecollegiatesoftballclassic.com
509-521-4057



Sponsor Contract



Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Phone: _____

Email: _____ Website: _____

SPONSORSHIP OPTIONS

Sponsorship positions are offered on a first-come basis. All sponsorship submittals are marked by the date/time received. In the event that the sponsorship option you select is filled, you will be contacted.

<u>SELECTION</u>	<u>SPONSOR OPTION</u>	<u># OF POSITIONS</u>	<u>SPONSOR FEE</u>
<input type="checkbox"/>	Hall of Fame Presenting Sponsor	2	\$3,000
<input type="checkbox"/>	MVP Sponsor	2	\$1,500
<input type="checkbox"/>	All-Star Sponsor	4	\$1,000
<input type="checkbox"/>	Beyond the Spotlight Coaches Award Sponsor	10	\$750
<input type="checkbox"/>	Coaches - VIP Hospitality Tent Sponsor	4	\$500
<input type="checkbox"/>	Field Sponsor	9	\$300
<input type="checkbox"/>	Dugout Sponsor	18	\$250
<input type="checkbox"/>	Coaches Swag Bag	Open	70 Items

SPONSORSHIP SUBMITTALS

You can submit this Sponsor Contract or an email containing the information requested above, along with your Sponsor Option selection to:

cdobbins@trianglecollegiatesoftballclassic.com

No payment required at this time. Payment will be collected via a confirmation email containing the confirmation of your Sponsorship selection as well as the request for company logo and affiliated promotional

