



**HEATHMONT**  
BASEBALL CLUB

# **HEATHMONT BASEBALL CLUB**

## **PARTNERS AND SPONSORS PACKAGES**

2025 - 2026

## About Us

The Heathmont Baseball Club was established in 1969 and has participated as a member of the RDBA, VWBL and MWBL since that time. Our club is the winter home of many State, National and Olympic representatives, along with many players that have been signed internationally.

We have a long and proud history of supporting the local community by providing a fun and inclusive atmosphere to play baseball. We welcome all players, spectators and supporters to join and become involved in the sport and the club.

Played at the purpose built facility at Heathmont Reserve, The Heathmont Penguins have won 6 of the past 10 A Grade (Div 1) Premierships and many junior and senior grand finals along the way.



Established 1969



Juniors and Seniors



Males and Females



11+ Teams



140+ Participants



80+ Juniors



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## Introducing the Women's Program: A New Era Begins!

At Heathmont Baseball Club, our women's program is focussed on inclusivity and empowerment in sports. Our aim is to provide female athletes with a platform to develop their skill, compete at high level and be part of a supportive community.

By launching this initiative, we hope to inspire more young women to engage in baseball, promoting gender equality and diversity within the sport. We are dedicated to creating a nurturing environment with quality coaching and resources, ensuring every player can thrive and reach their full potential.



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The Fastest Growing Junior Program in the League!

Our goal is always to maintain a strong, successful and sustainable, family-oriented baseball club. One that is recognised by the community and our peers to have a healthy and passionate culture, a baseball program of the highest standard, a tremendous amount of team spirit with a winning culture. We strive to help players grow and develop from across all spectrums of age, gender and ability.

Through innovative methods of encouraging and promoting the sport of Baseball in our community - and through the provision of the highest standard of training, coaching and support - the Heathmont Baseball Club is delivering these goals. We have achieved rapid growth and success in our junior programs, in 2024 we were the fastest growing junior program in the league!



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## Where does our sponsor funding go?

100% of sponsor funding is invested into club running costs to make Heathmont Baseball Club the best club it can be, whilst enabling us to keep the cost of access and participation as low as possible for our members. In particular, needs such as:



Development and growth of our junior programs, encouraging young and excited children to participate in sport and be active. This includes running coaching sessions at local Cricket clubs for recruitment



The planning of foundations, facilities and key requirements to support the creation of the first ever Heathmont Baseball Club Womens program.



The continued investment into providing the best possible training equipment for all players to train and develop.



A consistent investment into club culture, community involvement and partnerships.



Maintaining investment into our facilities and club offerings.



General gameday expenses (eg. match balls and umpires) and general Grounds and Facilities maintenance expenses.



# HEATHMONT BASEBALL CLUB PARTNERS AND SPONSORS PACKAGES

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## Heathmont Baseball Club Online

The Heathmont Baseball Club's digital presence and reach continues to grow within the local community - offering partners and sponsors a great platform to engage:



### 1200+ followers

2 pages (internal + external)  
Posts reach over 2,500 local users



### 250+ followers

New in 2023  
Avg. of 2,500 views/post from local users



### 400+ contacts

reached via Email mailing lists



### Modern Website

Recently updated with modern interface,  
new content and sponsor advertising!



# HEATHMONT BASEBALL CLUB

## PARTNERS AND SPONSORS PACKAGES

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## Partner and Sponsor Opportunities

A variety of sponsorship packages are available to prospective partners of the Heathmont Baseball Club, covering a range of benefits such as those highlighted here. A full outline of the different opportunity levels and associated benefits can be found on the next page. The Heathmont Baseball Club is also happy to work with prospective partners to tailor/alter/negotiate a package that works best for you.



### GameDay advertising



- Logo on players warmup shirts
- Signage around ground on GameDay
- Advertising in Club Rooms

### Digital advertising



- Social Media advertising
- Website advertising
- Online Business directory entry
- Livestream sponsor advertising

### Club Benefits and Recognition



- Complimentary club merchandise and apparel
- Official sponsor recognition item
- Complimentary canteen and bar benefits

### Club Events



- Naming rights to club events
- Representation/networking opportunities at Sponsors Event and Presentation Night

# HEATHMONT BASEBALL CLUB PARTNERS AND SPONSORS PACKAGES



Packages Offered

Notes:

- 1.Option to substitute **blue items** for \$100 fee reimbursement for a chosen player
- 2.Option to substitute **orange items** for full fee reimbursement for a chosen player



Club Partner  
\$500 per annum

- Club Benefits and Recognition**
- Display Certificate recognising Sponsorship
- GameDay Advertising**
- Company logo in Clubrooms
- Digital Advertising**
- Entry in Club Business Directory on website
  - Company logo advertised on Social Media (monthly)
- Club Events**
- Invitation to attend sponsors day event.



Minor League  
\$1,000 per annum

- Club Benefits and Recognition**
- Display Plaque recognising Sponsorship
  - Club Merchandise offering (Cap)**
  - Drinks Cards for use at Club Bar (x5)**
- GameDay Advertising**
- Company logo in Clubrooms
  - GameDay signage around grounds (Small)
- Digital Advertising**
- Entry in Club Business Directory on website
  - Company logo advertised on Social Media (fortnightly)
  - Company logo advertised on website homepage carousel
- Club Events**
- Invitation to attend sponsors day event.**
  - Tickets to Senior Presentation Night (x1)**



Major League  
\$2,000 per annum

- Club Benefits and Recognition**
- Display Plaque recognising Sponsorship
  - Club Merchandise offering (Cap)**
  - Drinks Cards for use at Club Bar (x10)**
- GameDay Advertising**
- Company logo in Clubrooms
  - GameDay signage around grounds (Medium)
  - Company logo on player warmup shirts
- Digital Advertising**
- Entry in Club Business Directory on website
  - Company logo advertised on Social Media (fortnightly)
  - Company logo advertised on website homepage carousel
  - Dedicated Social Media highlight (1/season)
- Club Events**
- Invitation to attend sponsors day event.**
  - Tickets to Senior Presentation Night (x2)**



All Star  
\$3,000 per annum

- Club Benefits and Recognition**
- Display Plaque recognising Sponsorship
  - Club Merchandise offering (Cap + Tee)**
  - Drinks Cards for use at Club Bar (x15)**
- GameDay Advertising**
- Company logo in Clubrooms
  - GameDay signage around grounds (Large)
  - Company logo on player warmup shirts
- Digital Advertising**
- Entry in Club Business Directory on website
  - Company logo advertised on Social Media (weekly)
  - Company logo advertised on website homepage carousel
  - Dedicated Social Media highlight (2/season)
  - Company content resharing on our Socials
  - Company logo advertised during livestreams
- Club Events**
- Invitation to attend sponsors day event.**
  - Tickets to Senior Presentation Night (x2)**
  - Naming rights to Club Social Events



Hall of Fame  
\$5,000 per annum

- Club Benefits and Recognition**
- Display Plaque recognising Sponsorship
  - Club Merchandise offering (Cap+Tee+Hoodie)
  - Drinks Cards for use at Club Bar (x20)
- GameDay Advertising**
- Company logo in Clubrooms
  - GameDay signage around grounds (Large)
  - Company logo on player warmup shirts
- Digital Advertising**
- Entry in Club Business Directory on website
  - Company logo advertised on Social Media (weekly)
  - Company logo advertised on website homepage carousel
  - Dedicated Social Media highlight (3/season)
  - Company content resharing on our Socials
  - Company logo advertised during livestreams
- Club Events**
- Invitation to attend sponsors day event.
  - Tickets to Senior Presentation Night (x4)
  - Naming rights to Club Social Events
- Other**
- Recognised and acknowledged partner on delivery of strategic goals (Eg. Womens program partner)



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