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SPONSORSHIP OPPORTUNITIES



Lasorda Legacy Park / 350 County Road 101 / Yaphank, NY 11980 / 631.205.5109 / lasordalegacypark.com



Lasorda Legacy Park



"Love is the most important thing in the world, but baseball is pretty good too."
-Hall of Famer, Yogi Berra

Located just minutes from the Long Island airport and all major area freeways and tourist attractions, Lasorda Legacy Park is an ultra-modern, 30 acre youth baseball and softball facility. Designed specifically for children and teens looking to live their dreams of playing in a professional setting, Lasorda Legacy Park offers an unprecedented experience where kids from all over the Northeast and mid-Atlantic go head-to-head with the best competition in their age groups.

For companies looking for a unique and fulfilling sponsorship opportunity, Lasorda Legacy Park offers the ability for your brand to touch thousands of eager youth athletes, sports professionals, families and fans, all in one place.

Lasordalegacypark.com

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Our Facility



Over 650,000 people walk through the turnstiles of Lasorda Legacy Park every year. Our athletes, along with their families and friends, gather here for hosted tournaments, camps, clinics, lessons, special events, and training sessions.

The cutting-edge Baseball Heaven facilities feature four full-sized fields, along with three youth fields. Each of these fields is fully equipped with below-grade dugouts, connecting bullpens, warning tracks, electronic scoreboards, PA systems, and state-of-the-art turf. Additionally, we have a fully-equipped indoor facility, Lasorda Legacy Academy, stocked pro shop, and on-site cafés.

In short, you won't find another baseball facility for youth like Lasorda Legacy Park anywhere else in the United States. And with the addition of our innovative, live, online streaming TV system, family, friends, and fans from across the country—and the world—can all tune in to watch the action.

Lasorda Legacy Academy



A 12,000 square foot, climate-controlled indoor turf facility, the Lasorda Legacy Academy is completely column-free and features 28-foot high ceilings, with tunnels available for batting and pitching and houses our pro shop.

The Lasorda Legacy Academy is also where our athletes and their families can go for private baseball and softball lessons, as well as team training programs and open workout nights. Additionally, this facility plays host to baseball camps and can be rented out for custom events and birthday parties.

Having an indoor facility of this caliber means that Lasorda can offer our athletes access to high-quality training year round, regardless of weather conditions. And that means that our valued sponsors have a built-in captive audience, regardless of the season.



Tournaments, Camps and Clinics



Every year, Lasorda Legacy Park is home to over 30 tournaments, averaging over 700 players each. That's 700 athletes, plus coaches, managers, families, friends on any given weekend. Not only are our tournaments a congregation of some of the world's top youth athletes, but they are also an unprecedented way to immerse potential clients and customers in your brand for days at a time.

Additionally, Lasorda Legacy Park hosts sports camps and clinics throughout the entire summer. These events are an ideal way to target a younger audience and their families, as the average age of our campers is under those of the tournaments.

The Baseball Café and BL101 Store



Baseball Heaven is home to one full-sized café, as well as two concession stands. As the only on-site food providers in the entire facility, all three of these locations are quite popular during tournaments and events. The average team spends over \$253 on food during the duration of a tournament. As a sponsor, these locations offer a wide variety of highly visible signage and promotional opportunities.

Additionally, Baseball Lifestyle 101 has their store set up inside that receives heavy traffic throughout the year.



Not Just Tournaments

This Summer, we hosted a various selection of different events - including Real Madrid Soccer Camp, Major League Wiffleball, Campus Camps Day Camp and New York Girls Baseball! With each of these different events, we bring in a whole new group of families, players and sets of eyes to our complex!



From March 27th to November 9th, the park will be running an event each weekend (that's 32 weekends in a row!)



Why Sponsor Here?



The Lasorda sports complex has a dedicated staff on hand to tailor a sponsorship program to meet your individual needs and budget. So why partner with us?

America's Pastime

What better place to cash in on the nostalgia and emotions of baseball's traditions and family atmosphere?

Personal Interactions

As the nation's premiere sports complex, our reach is broad. Most of our players play at our facility several times throughout the year. Not only can we introduce you to thousands of players, but we can also provide you the opportunity to earn trust, make new fans, and close sales.

Exposure

Not only do tournaments and events last all day long, often for multiple days, but our entire facility is geared towards family-friendly entertainment. Our players and their families often spend hours in the complex long after their own games enjoying the facility and watching other games. That gives you an incredible amount of time to make an impression.

Promotion, Sponsorship and Activation Options



Lasorda Legacy Park can help design a sponsorship and promotion plan to suit your specific goals. Among the tools we use to give you the greatest amount of exposure possible:

- A “Your Company” night at Lasorda Legacy Park. Let us give the local media a reason to gather at our facility while you debut your latest product or service.
- Have your brand honor specific tournament or league champions and MVPs
- Flyers, giveaways, coupons, and samples
- Showcasing your products in-game (if appropriate)
- Highlights on our websites as a preferred partner, hotel or product
- Snack Shack and Café advertising and specials
- Field Naming Rights
- Field Wall Signs
- Camp activities and product placement

Contact us at info@lasordalegacypark.com to see how we can create a high-value advertising opportunity for your brand or company.

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Field Wall Sponsorship



LLP's state-of-the-art fields are designed to keep the game going, no matter the weather (excluding snow) and with it, our Field Walls give fans and players great sight-lines to your company's brand and message. With a total of seven fields and super large Field Wall Signs, you are sure to get your message out.

Who and how many see your field sign?

- 4,700 games played per season | 600+ games played on average per field during a season
- 3,500+ visitors during a weekend tournament | 650,000 visitors during the entire season
- 1,200+ kids ages 9-18 during a weekend tournament

7-Field Sponsorship Package:

- Three (3) Youth Size Field Wall Signs: 16 ft. wide X 4 ft. tall
- Four (4) Full-Size Field Wall Signs: 16 ft. wide X 4 ft. tall
- Complex coverage of all our fields Requires a Two (2) season contract
- t Sponsor must supply camera ready / digital artwork \$ 6,950.00 per year – 2 year/season commitment

4-Field Sponsorship Package:

- Two (2) Small Field Wall Signs: 16 ft. wide X 4 ft. tall
 - Two (2) Big Field Wall Signs: 16 ft. wide X 4 ft. tall
 - Requires a Two (2) season contract
 - Sponsor must supply camera ready / digital artwork
- \$4,400.00 per year – Two (2) year/season commitment

Single Field Sponsorship Package:

- One (1) Small Field Wall Sign or Big Field Wall Sign: 16 ft. wide X 4 ft. tall
 - Requires a One (1) season contract
 - Sponsor must supply camera ready / digital artwork
- \$ 1,250.00 per year



Tournament Sponsorship



Lasorda Legacy Park is a true destination location for Long Island and the surrounding area. With youth players and their families traveling from New York, New Jersey, Connecticut, Massachusetts, Pennsylvania and even Canada, we give sponsors a unique way to engage with their target audience with covers most of the Northeast.

Our tournaments give your company the opportunity to totally immerse the customer in your brand for multiple days at a time. From in-game promotions, branded tournament merchandise and the ability to cover the footprint of our facility, you are guaranteed to reach over 700 youth players and their families during any given weekend.

Tournament Sponsorship Package:

- Tournament includes your company's name in tournament title. Logo and name printed on tournament T-shirts. Sponsor's name/branding sent to all teams and coaches for selected tournament. The ability to hand out promotional gift bags or samples at entry gate. Web banner ad (runs thru end of calendar year)
- . Includes one (1) permanent Field Wall Banner (a \$1,250 value) for one year/season as inventory permits.

- Option of presenting winning teams with additional prizes to promote your brand/products.
- Ability to decorate our outside courtyard with your brand to give the entire complex the feeling/theme of your company/products.
- Email blast to tournament participants for your brand/product two times (before and after tournament).

Three-Day Tournament(Spring/Fall):	\$3,750.00
Three-Day Tournament(Summer):	\$4,500.00
Four-Day Tournament:	\$5,500.00

Field Naming Rights



YOUR BRAND HERE



Having a captive youth audience is no easy thing these days for advertisers, so what better way to stay in front of your target market than to have one of our state-of-the-art fields named after your company or product. Lasorda Legacy Park's field naming rights program gives you more than just your logo strategically placed/. We provide unique opportunities to touch your audience and grow your brand.

Field Naming Rights:

- Field named after your company or product Inside and outside of each dugout branding Name/logo used on complex promotion materials as well as tournament information sent to coaches and teams. The ability to hand out promotional gift bags or samples at entry gate, up to six (6) weekends.
- (Dates must be approved by LLP management).

- Web banner ad (runs thru end of calendar year)
- Kiosk booth for sampling and promotion, up to six (6) weekends. (Dates must be approved by BBH management).
- Monthly email blast to our participant database to promote your company/product

\$ 17,500.00 per year – 2 year/season commitment

Kiosk and Sampling



Lets face it, everyone likes free stuff and there is no better way to get in front of the youth market than at one of our weekend tournaments. We provide your company the ability to sample and promote your product in the heart of our seven-field complex. With over 3,500 visitors on average per tournament our kiosk program provides a huge return on investment.

Kiosk / Sampling:

- 10ftX10ft kiosk space
- Prime location in our center courtyard
- Email blast to tournament participants for your brand/ product a week before the tournament

Three-Day Tournament:

\$250.00

Four-Day Tournament:

\$350.00



LASORDA
LEGACY PARK

**FOR ADDITIONAL SPONSORSHIP
INFORMATION PLEASE CONTACT:**

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