

Youth Baseball & Softball Livestream Sponsorships

Reach highly engaged families, athletes, and coaches through live games and highlight content.

70 teams on platform

Launched live streaming: Mar 1

TopTryout streams youth baseball and softball games, produces shareable highlights, and gives brands a clean way to appear where families are already paying attention.

Why this opportunity stands out

- Live games create repeated attention from parents and players, not one-time impressions.
- Highlights continue delivering sponsor visibility after the final out.
- Flexible placements: scorebug, stream openers, team sponsorships, tournament sponsorships, and clips.

LIVE GAME

Sponsor logo placement example

SCOREBUG

Sponsor-ready placements

- Livestream scorebug branding
- In-stream sponsor cards
- Highlight clip mentions
- Team and tournament sponsorship packages

Best fit sponsors

- Sporting goods and training brands
- Local businesses near fields
- Healthcare, ortho, fitness, and food brands

Audience and momentum

Current performance signals a growing, cross-platform youth sports audience.

TIKTOK VIEWS

100,000+

Past month

YOUTUBE VIEWS

18,000+

Past month

WEBSITE VISITORS

4,800

Past month

UNIQUE VISITORS

1,481

Past month

AVERAGE TIME ON SITE

1:48

Shows visitors are not bouncing immediately.

TEAMS SIGNED UP

70

More teams create more streams, clips, and sponsor inventory.

Audience profile

- Primary audience: parents, players, coaches, and youth sports supporters.
- Multi-channel exposure across livestream, YouTube, TikTok, and TopTryout.com.
- Repeat viewing behavior makes sponsorship more memorable than one-off event traffic.

How brands can partner with TopTryout

Simple packages that can scale from a local business to a platform-wide sponsor.

Team Sponsor

Own a team's streams and highlights

- Logo on one team's livestreams
- Mentions in related highlight posts
- Strong fit for local businesses and community sponsors

Available now

Tournament Sponsor

Appear across multiple games or an event

- Branding across a tournament or multi-game slate
- Higher frequency and broader visibility
- Ideal for regional brands wanting family reach

Available now

Platform Sponsor

Brand the TopTryout network as it grows

- Cross-platform exposure on TopTryout livestreams and clips
- Best option for national or category sponsors
- Built for repeated visibility as more teams join

Available now

Next step

TopTryout is looking for local and national sponsors that want visibility in youth baseball and softball. A short call can map the right package and placement.

Contact Dustin

TopTryout.com