

BENDIGO EAST
East
1961
BASEBALL CLUB

2027 Sponsorship Opportunities

LETS BUILD ON THE SUCCESS



2026 HIGHLIGHTS



CHAMPION CLUB



DIVISION 1 PREMIERS



INCREASE IN JUNIOR MEMBERS

About Bendigo East Baseball Club

CLUB OVERVIEW

Based at Ken Wust Oval, Quarry Hill, Bendigo East Baseball Club has over 60 years of rich history and deep roots in the Bendigo community. We strive to positively contribute to the Bendigo Baseball Association (BBA), baseball across Victoria, and the lives of our members, who are at the heart of everything we do.

MISSION

Our mission is to improve the playing conditions of our junior and senior members, investing in our clubs future beyond the current season.

UNIQUENESS

What makes our club unique is the vibes it brings with it wherever we go. Whether its our annual friendly match in Porepunkah, at training in the middle of winter, or game day, positive vibes are a must!

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Strategic Sponsorship

Opportunity

REACH

EXPOSURE POTENTIAL

With over 120 active members at the club, a large supporter base on game day, and an average Facebook viewership of over 20K viewers on social media, exposure is strong

BRANDING

BRAND ALIGNMENT WITH LIFESTYLE/AUDIENCE

Partner with us to connect your brand with an active, community-focused audience and align with a lifestyle built on sport, health, connection, and positivity.

ENGAGEMENT

HIGH FOOT TRAFFIC & MEDIA COVERAGE

Maximise brand exposure through game-day foot traffic, community engagement and media coverage, connecting your brand with a passionate audience.

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Diversity & Representation

Our baseball club champions inclusivity and diversity, creating a welcoming environment where everyone feels valued and belongs. With approximately 30% of our members identifying as female and non-binary, we're proud to promote representation, equality and a shared love of the game.

During the 2024 season we fielded a complete starting 9 in our 3rd division co-ed league made up entirely of female and non-binary playing members. This was a first for the league since the closure of the BBA Women's Division, which ended in 2006.

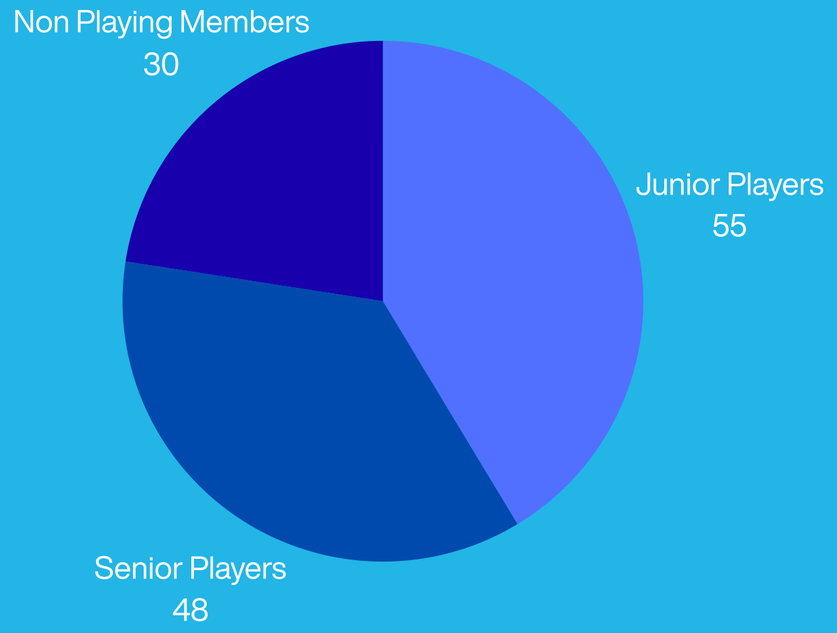




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Who's Playing?



MEMBERSHIP BASE 2026





- **55** JUNIOR PLAYERS
- **48** SENIOR PLAYERS
- **30** NON PLAYING MEMBERS

THESE NUMBERS INCLUDE

- **34** FEMALE/NON BINARY MEMBERS

The data highlights the importance of family and social support at our club, demonstrating that we are more than just a sporting organisation. In today's fragmented society, our club provides a valuable place of connection, support and belonging.

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How We Promote Our Sponsors



SOCIAL MEDIA STRATEGY

Showcase sponsors through branded posts, game-day highlights and social media promotions to boost visibility and engagement.

PR APPROACH

Build visibility through local media, community events, press releases and club announcements, highlighting partnerships and strengthening brand reputation.

TRADITIONAL MEDIA

Maximise exposure through signage, banners, and our monthly newsletter that reaches all of our membership base.

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Sponsorship Packages

BENEFIT	MAJOR PARTNER (LIMIT OF 4)	SUPPORTING PARTNER (LIMIT OF 3)	COMMUNITY PARTNER (UNLIMITED)
Naming Rights to a Team	Choice of Senior Teams	Choice of Junior Teams	-
Ground Signage*	Large	Small	-
Logo on 2027 Training Shirts	Large	Medium	Small
Social Media Exposure	Minimum Fortnightly	Minimum Monthly	-
Logo on Website	✓	✓	✓
Logo on Monthly Email Newsletter	✓	✓	✓
Invitation to Sponsors Day/ Round 1	✓	✓	✓
Promotion at Weekly Team Dinners	✓	✓	-
Promotion at all Special/Major Events	✓	-	-
Invitations to Club Events	VIP Tickets	Standard Entry	-
Investment	$3500	$2000	$500

All packages are fully customisable to suit your business/industry. For details, please contact us directly.

* Ground signage to be supplied by sponsor at their cost. Design and location to be approved by committee

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Contact & Next Steps

If you would like further information, or would like to enquire about a customised package to suit your business, please reach out. We can tailor any package to suit any budget.

Partnership contact :

treasurer.bendigoeast@gmail.com

president.bendigoeast@gmail.com

51 Hamlet St, Quarry Hill 3550

“JOIN US IN SHAPING THE FUTURE”

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