

Carrie Trundle
President
Belfast Softball Club
Belfast



Dear Sir or Madam:

I am writing to you on behalf of the Belfast Softball Club, which is a new initiative in Northern Ireland. The aim of our club is to promote softball as a new cross-community sport in Belfast and Northern Ireland. Our ethos is to encourage groups from all communities and backgrounds to interact together. Naturally, we welcome individuals of all ages and fitness levels. We currently have 25 fully registered members of the Belfast Softball Club and our intention is to develop a league here that will comprise of softball teams from all over Northern Ireland. There are well established softball leagues in the Republic of Ireland and the rest of the United Kingdom, and we have already developed strong ties with them.

We are inviting you and your company, to take part in the development of this sport in Northern Ireland. Our goals are as follows; to support, appreciate and promote athletic endeavour through softball across the Northern Irish community; to encourage individuals and groups of individuals to meet new people within the sport regardless of their standard of softball and to make this as much fun as possible.

In exchange for your financial support, we will advertise your backing of our venture to the best of our ability and provide you and your company with regular updates to assure you that your sponsorship has been wisely and successfully put to use. In addition we will offer you and your staff some personal benefits:

Staff: Our club is open to every member of your staff, whom is interested in participating.

Team Building Competition: We will organise a team-building competitions for your staff, which includes the use of equipment, umpires and coaches.

Season Bi-monthly Report: We will keep you informed on the progress of your sponsored team throughout the season (June-Sept) on a bi-monthly basis. Our progress can also be followed on our webpage www.softball.ie (soon to move to a local site) where your company's logo will be prominently displayed.

Local and National Visibility: In the short period since founding our club, we have already had an article in the local Belfast Telegraph newspaper (see attached article). We will continue to carry reports on our league in this and other newspapers and endeavour to widen our visibility, throughout the season and will include your company's name in any article referring to your sponsored team or the league. We will also display your company's name and logo in a prominent place on our uniform jerseys (see attached uniform images).

The cost of sponsorship is detailed in this request package, as are details of the level of advertisement available to you through our uniforms. We would deeply appreciate any financial support that you could make available to us.

Sincerely,

Carrie Trundle
Belfast Softball Club
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Softball: Open day to give Belfast softball a start

[Published: Wednesday 21, March 2007 - 14:06]By Ruth Gorman

When most people think of softball they think of America but that doesn't have to be the case anymore - now it's the latest sport to hit Northern Ireland.

This Sunday the first ever softball open-day will take place in Belfast - and you're invited. The sport is already a huge success in Leinster and organiser Carrie Trundle is hoping to make it just as big here. She has set up this new initiative after playing softball elsewhere.

She explains: "I'm holding this event with the aid of the Irish Softball Association because when I moved to Belfast I was looking for a mixed adult team sport which I could play during the summer.

"I had heard about the softball league in Dublin and around the UK and it sounded like fun and a game anyone could play no matter what the age or fitness level, but shortly after I found out there was no softball being played in Belfast.

"So my arm was twisted by the ISA and I agreed to try and get a team started in Belfast, and I am now thinking of getting a league going in the region."

So what is softball? It's a game similar to rounders with four bases but is really closer to baseball. You have a bat and ball and all fielders wear a glove similar to the baseball glove, the ball however is bigger and easier to hit than in baseball. It will be played as a mixed league so normally 50:50 female to male ratio. It is a very sociable sport, which is played from May to September so it's ideal for working people to unwind and enjoy the long summer evenings.

It's also one of the few sports, which allow guys and girls to play competitively as equals. Carrie adds: "To start this all off I am holding an open-day for adults on Sunday before the season kicks off in late April/early May.

"This will hopefully bring out those who have played softball before either in the States, Australia or in the Leinster and UK leagues who are now based around Belfast and also those who know nothing about the sport but would like to have something to do during the long summer evenings.

"I have visiting coaches and players coming up from Dublin and Dundalk to help teach us the game, two of which are on the National squad.

"It should be a fun event and will be very relaxed, we will start with some drills to show people the basics and then split up into teams and play a game so that people can really find out what the sport is about."

The open-day is being held at the Henry Jones memorial playing fields in Belfast and all you need is yourself and a pair of trainers. More information can be found on the softball website www.softball.ie by following the Belfast open day link.

<http://www.belfasttelegraph.co.uk/sport/local-heroes/article2378860.ece>

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OPEN DAY PICTURES- March 2007



- We held an Open Day in March this year and had a huge response, with more than 20 people attending the day's activity.



Cap: £9.50 includes printing of sponsorship or team logo on cap.



Jersey Option 1: £26 includes printing on front of team name and sponsorship company's name and logo on back. (If required these can be reversed). *



Jersey Option 2: £10.50 includes printing on front of team name and sponsorship logo.

Team Name will go here.

***Colours are dependent on team choice or if the sponsor has a preference.**