

# 2025 Softball Canada Blue Convention



## Sponsorship Package

# About The Convention

The Softball Canada Blue Convention is the major educational event for umpires not only in Canada but across the world. The event is held every three years, when officials of all levels meet to discuss a variety of topics and participate in a series of workshops to learn and improve their umpiring skills. Blue Convention attracts the top presenters from across the country and the world, discussing interesting topics that are designed to attract both Fast Pitch and Slo-Pitch umpires.

Since the first gathering in Toronto in 1997, “Blue” has evolved as the flagship event for our program. Softball Canada remains the only national sports official’s organization in Canada that holds an event quite like this – a testament to the commitment of our umpire community to excellence in officiating.

Softball Alberta and the Alberta Softball Umpires Association (ASUA) are very excited to have won the bid to host this prestigious event in a few years. The 2025 Blue Convention will be held in Calgary, Alberta at the Best Western Premier – Calgary Plaza from April 17 to 19, 2025.

The convention begins on Thursday with Level 4 Theory and Instructor/Evaluator clinics. Friday plays host to several workshop sessions and keynote speeches, the Youth Clinic and the Women in Umpiring lunch. Saturday continues with the remainder of the workshop sessions and the Indicator Club Banquet.

We expect approximately 500 attendees at the convention from across Canada and internationally. Additionally, companions not attending the convention will have the opportunity to explore Calgary and the Rocky Mountains through the Companion Package, running all day Friday and Saturday.

As a non-profit organization and a non-profit event, Softball Alberta and the ASUA rely on your financial support to help make this event a success. The 2025 Blue Convention is in a unique position as we have members travelling from across the globe; with sponsorship from your company, your logo and business information will be well-positioned to have an incredible amount of exposure. We invite you to consider the following sponsorship proposal and welcome any interest or discussion.

# Message from the Provincial Umpire-in-Chief

Dear Prospective Sponsor,

The Alberta Softball Umpires Association (ASUA) will be hosting the 2025 Softball Canada Blue Convention in Calgary, Alberta. This event will be attended by approximately 500 people from across Canada, the USA, Europe, and many other parts of the world. Putting on this event takes a lot of effort, including volunteer hours and fundraising to make this event successful.

Alberta has roughly 400 umpires throughout the province and officiate approximately 5,000 games for minors and adults. Without these officials there cannot be any games and we need to increase this number so that all players regardless of age or experiences have experience with officials. Hosting the Blue Convention is one way we are able to promote the officiating side of the game.

Throughout the three-day convention, attendees will have the opportunity to learn from the best and brightest umpires not only from Canada but across the world. Officials will learn additional skills that they can apply on the diamond at their very next game. The Blue Convention also serves as an opportunity to reconnect with old friends, meet new ones, and reflect on successes from the last two years.

We understand that this event is in 2025 but are starting our efforts early so that we can make this a well-attended event that everyone will talk about for years and others will attempt to replicate. We are seeking sponsorship in several different areas to help us reach our goals as outlined in this package. We are asking you if you could step up to the plate and help support this event to make it a successful experience for all attendees.

We look forward to you and your company to be part of this great event.

Terry Richter

Umpire in Chief - Softball Alberta



# Diversity, Equity and Inclusion

Softball Canada and the ASUA are committed to diversity, equity and inclusion in the sport of Softball. These principles refer to the idea that everyone, regardless of their race, ethnicity, gender, age, ability, sexual orientation or any other personal characteristics should have an equal opportunity to participate and succeed in sports. Through policies and procedures implemented from the National, Provincial and Local levels, our commitment is to:

- 1. Promote equity:** Ensure that everyone is treated fairly and has an equal chance to participate and succeed in sports, without discrimination or prejudice.
- 2. Celebrate diversity:** Recognize and value the differences among individuals and communities and promote a positive and inclusive environment in sports.
- 3. Foster inclusion:** Create opportunities for everyone to participate and feel welcomed and valued in sports, regardless of their background or personal characteristics.
- 4. Address barriers:** Identify and remove any obstacles that may prevent people from participating and succeeding in sports, such as lack of access, negative attitudes, or discrimination.

These principles are important for creating a supportive and inclusive sports environment that promotes positive outcomes for all participants, regardless of their background or personal characteristics.

As we continue to build a strong community of officials and ensure all games are covered by trained umpires in Alberta, we are looking for your assistance to help communicate our message to all stakeholders. One way to participate in these initiatives is through a sponsorship of the 2025 Softball Canada Blue Convention.



# Youth Initiatives

At each Blue Convention there is a Youth Clinic which invites participants under the age of 18 to learn from experienced umpires in the country. This clinic is held on the Friday of the convention and allows participants to also attend the Saturday breakout sessions. At the Youth Clinic, umpires will be taught rules, plate mechanics, base mechanics, signals and more! This clinic is designed to give young umpires the support they need to become successful on the diamond and set them up for a successful umpiring career.

Softball Canada and the ASUA are anticipating many young officials to attend so that they can receive some outstanding instruction. The intent of the ASUA is to cover expenses to help these young officials by offering registration fees for free. With the help of sponsors, we are sure that we can achieve this goal and make it a great success for them. This sport is growing locally and nationally, and our development of young officials needs to keep up with this growth. Attending this event will give the younger officials a great foundation to support the sport of Softball.



*Group Photo of the Youth Clinic at the 2023 Blue Convention in Winnipeg, MB*

# Your Opportunity

There are several ways your company can contribute to the 2025 Blue Convention:

- Become a financial supporter of the event
- Donate materials or services required to host the event
  - Audio/Video rentals
  - Promotional printing
  - Event pins or keepsakes
- Donate food/drink to keep our participants nourished
  - Nutritional Breaks occur 2 times/day
- Donate items to the Silent Auction – the proceeds of which go towards the Ed Bitz Scholarship Fund

In fulfillment of the sponsorship requirements, your company logo and information will be shared and prominent at the event. The amount of exposure will depend on your contribution.

Sponsorship Level	Financial Contribution	Positions Available
Presenting (Platinum) Sponsor	>\$5000	1
Hospitality Room Sponsor	\$2500	1
Breakout Room Sponsor	\$2000	3
Indicator Club Banquet Sponsor	\$1500	1
Breakfast Package Sponsor	\$1000	2
Youth Clinic Sponsor	\$500	1
Level IV Clinic Sponsor	\$500	1
Instructor/Evaluator Clinic Sponsor	\$500	1
Nutrition Break Sponsor	\$500	4
Friends of the Blue Convention	<\$500	Unlimited



# Sponsorship Levels

## **Presenting (Platinum) Sponsor - \$5000**

- The event will be branded as “2025 Blue Convention, Presented by [Company Name]”
- LARGE logo on all event materials and correspondence including website, social media, signage and programme
- Opportunity to provide a full, 1-page welcome letter or advertisement in the event programme
- Logo on event welcome gift, given to all participants
- Four (4) complimentary tickets to the Indicator Club Banquet
- Sponsorship signage displayed in main meeting room (e.g., Pop-up banner) supplied by your company
- Opportunity to set up a company booth during the convention
- Inclusion of marketing materials in the Welcome Package for attendees
- Acknowledgement at all group meetings at the Convention
- Acknowledgement at the Indicator Club Banquet

## **Hospitality Room Sponsor - \$2500**

- MEDIUM logo on all event materials and correspondence including website, social media, signage and programme
- Half-page advertisement in the event programme
- Room labelled as the “[Company Name] Room”
- Opportunity to set up a company booth during the convention
- Sponsorship Signage displayed in main meeting room and hospitality room (e.g., Pop-up banner) supplied by your company
- Inclusion of marketing materials in the Welcome Package for attendees
- Acknowledgement at all group meetings at the Convention
- Acknowledgement at the Indicator Club Banquet



*Main meeting room at the 2019 Blue Convention in Montreal, QC*

## **Breakout Room Sponsor - \$2000**

- Breakout Room labelled as the “[Company Name] Room”
- Half page advertisement in the event programme
- MEDIUM logo on all event materials and correspondence including website, social media, signage and programme
- Inclusion of marketing materials in the Welcome Package for attendees
- Sponsorship Signage displayed in main meeting room (e.g., Pop-up banner) supplied by your company
- Acknowledgement at all group meetings at the Convention
- Acknowledgement at the Indicator Club Banquet

## **Indicator Club Banquet Sponsor - \$1500**

- Half page advertisement in the event programme
- MEDIUM logo on all event materials and correspondence including website, social media, signage and programme
- Sponsorship Signage displayed in main meeting room (e.g., Pop-up banner) supplied by your company
- Acknowledgement at the Indicator Club Banquet

## **Breakfast Package Sponsor - \$1000**

- Quarter page advertisement in the event programme
- SMALL logo on all event materials and correspondence including website, social media, signage and programme
- Sponsorship Signage displayed in main meeting room (e.g., Pop-up banner) supplied by your company
- Acknowledgement at the Indicator Club Banquet
- In-kind donations of materials, services, or food and drink are also appreciated and will be acknowledged appropriately based on the contribution level of the donation.



*The Umpiring Crew at the 2019 U16 Canadian Championship in Calgary, AB*



## **Youth Clinic Sponsor - \$500**

- Room labelled as the “[Company Name] Room”
- Small logo on all event materials and correspondence including website, social media, signage and programme
- Sponsorship Signage displayed in the breakout room (e.g., Pop-up banner) supplied by your company
- Acknowledgement at the Indicator Club Banquet

## **Level IV Clinic Sponsor - \$500**

- Room labelled as the “[Company Name] Room”
- Small logo on all event materials and correspondence including website, social media, signage and programme
- Sponsorship Signage displayed in the breakout room (e.g., Pop-up banner) supplied by your company
- Acknowledgement at the Indicator Club Banquet

## **Instructor/Evaluator Clinic Sponsor - \$500**

- Room labelled as the “[Company Name] Room”
- Small logo on all event materials and correspondence including website, social media, signage and programme
- Sponsorship Signage displayed in the breakout room (e.g., Pop-up banner) supplied by your company
- Acknowledgement at the Indicator Club Banquet

## **Nutrition Break Sponsor - \$500**

- Small logo on all event materials and correspondence including website, social media, signage and programme
- Acknowledgement at the Indicator Club Banquet
- In-kind donations of materials, services, or food and drink are also appreciated and will be acknowledged appropriately based on the contribution level of the donation.

## **Friends of the Blue Convention - <\$500**

- Small logo on all event materials and correspondence including website, social media, signage and programme

# Contact Us

Thank you for your time and consideration in becoming a sponsor of the 2025 Blue Convention. We look forward to exploring this opportunity with you to ensure your company is well-positioned at the event.

Please contact Mark Taylor – Fundraising Committee Chair at [blueconvention2025@gmail.com](mailto:blueconvention2025@gmail.com) to get started!

Sincerely,

2025 Blue Convention Host Committee



*Alberta Umpires at the 2019 Blue Convention in Montreal, QC*

