



SPONSORSHIP PROPOSAL

MORE THAN JUST A SPONSORSHIP OPPORTUNITY

When donating money or sponsoring a team or event, people want to feel good about their decision. **We want you to feel good about your decision too.**

To share a little about the our team, we are a diverse collection of graduate students and young professionals who are active in the community. Our hopes are to play a little kickball, network, and as a team, find ways to give back to the community in which we live... together.

In this packet, your will find a few different ways you can help support/ sponsor our team.



PHOTO BRANDING

Co-branding, tags, and mentions in all social media posts players tagged. (Estimated 7,800 people reached per season which equates to roughly a \$2,730 value)



OFFICIAL AFTER PARTY LOCATION

Possibility for your restaurant/bar to be after game location for the team to eat, drink, and socialize. (Estimated \$1,200 value)



ACCESS TO MEMBERSHIP

You will have access to all team members' contact information (and email addresses) for 4 seasons. (Estimated 60 contacts which equates to roughly \$3,000 value)



TEAM SHIRT

You will receive a team branded t-shirt. (Estimated 15 jerseys per season and roughly 500 views per season)



NETWORK WITH TEAM

You will be invited to all games and team dinners to network and get to know the players. (Estimated 10 games per season)

HERE'S WHAT WE CAN OFFER

Sponsoring our team provides your business with the opportunity to increase your brand awareness to young active professionals in the Augusta area. The best valued package is the Team Sponsor, which is valued at roughly \$7,000* over the course of a year. In addition, you will be the exclusive team sponsor and will have no industry competitors.

If neither of these packages work for you, feel free to reach out and we will be happy to put a custom sponsorship package together for you. We have hand-picked your business as a potential sponsor and would love for you to be a part of the Wasted Potential team.

TEAM SPONSOR

\$350

Exclusive team restaurant/bar sponsor for the season.



PHOTO BRANDING

Co-branding, tags, and mentions in all social media posts players tagged.



NETWORK WITH TEAM

Opportunity to network with team after games and team dinners.



AFTER PARTY LOCATION

Your restaurant/bar will be the official after game location.



TEAM SHIRT

You will get a team branded t-shirt.



ACCESS TO MEMBERSHIP

You will have access to all team members' contact information.

DIGITAL SPONSOR

\$150

Your business will be featured on all social media posts.



PHOTO BRANDING

Company logo included on and company mentioned in all social media posts.



TEAM SHIRT

You will get a team branded t-shirt.



See page ## for full breakdown of math used to calculate value.





Wasted Potential Kickball

December 1, 2022 · 🌐

Welp, after a strong start to our season entering the playoffs with a 6-1 record and the #1 seed, sadly, we came out flat and lost in the semifinal round. We ended our Fall season with a 6-2 record and in 3rd place. Not the finish we hoped for, but... where we fail on the field, we excel in the cute dog and friendship department! And, we will get 'em next season (Winter league) beginning February 2023. Stay tuned!

Thank you [Metro A Coffeehouse](#), [Peach Jack Apparel](#), and [Mod In...](#) See more

 A collage of five photos of dogs wearing 'Wasted Potential' bibs. Each photo is framed with a pink border and has the team logo in the top left corner. Below each photo is the dog's name in pink and white text.

- BAXTER PANTER**: A dog being held by a person.
- ARCHIE + BAXTER PANTER**: Two dogs sitting together.
- BENTLEY STICKLAND**: A dog sitting.
- SIRIUS KAYES**: A dog sitting.
- BAXTER PANTER +9**: A dog sitting with a '+9' on its bib.

Post Insights

Total Insights

See more details about your post.

Post Impressions ⓘ

530

Post reach ⓘ

336

Post Engagement ⓘ

97



HOW WE DID OUR MATH

$$\begin{array}{l} \text{Average Facebook} \\ \text{Connections} \\ (500) \end{array} / \begin{array}{l} \text{Average Reach} \\ \text{Per Timeline Post} \\ (12\%) \end{array} \times \begin{array}{l} \text{Wasted Potential} \\ \text{Players} \\ (15) \end{array} = \begin{array}{l} \text{7,800 Estimated} \\ \text{Potential Customer Reach} \\ \text{PER SEASON} \end{array}$$

$$\begin{array}{l} \text{Potential Post} \\ \text{Reach per} \\ \text{Season} \\ (7,800) \end{array} \times \begin{array}{l} \text{Average Return} \\ \text{Per Click} \\ (\$0.35) \end{array} = \begin{array}{l} \text{\$2,730 Estimated} \\ \text{Reach Value} \\ \text{PER SEASON} \end{array}$$

$$\begin{array}{l} \text{Wasted Potential} \\ \text{Players} \\ (15) \end{array} + \left(\begin{array}{l} \text{New Players} \\ \text{Added Per} \\ \text{Season} \\ (7) \end{array} \times \begin{array}{l} \text{3 Seasons} \\ (21 \text{ New Players}) \end{array} \right) - \begin{array}{l} \text{Wasted Potential} \\ \text{Players} \\ (15) \end{array} = \begin{array}{l} \text{61 Contacts} \\ \text{from Team Membership} \\ \text{ACCESSED PER YEAR} \end{array}$$

$$\begin{array}{l} \text{Members} \\ \text{Accessed Yearly} \\ (61) \end{array} \times \begin{array}{l} \text{Average Lead} \\ \text{Conversion} \\ (25\%) \end{array} = \begin{array}{l} \text{15 Players} \end{array} \times \begin{array}{l} \text{Average Lead} \\ \text{Profit} \\ (\$200) \end{array} = \begin{array}{l} \text{\$3,000} \\ \text{Membership Access Value} \\ \text{YEARLY} \end{array}$$

$$\begin{array}{l} \text{Average} \\ \text{"After Party"} \\ \text{Attendance} \\ (6) \end{array} \times \begin{array}{l} \text{Average Spend} \\ (\$25) \end{array} = \begin{array}{l} \text{\$150} \end{array} \times \begin{array}{l} \text{9 Games} \end{array} = \begin{array}{l} \text{\$1,350} \\ \text{Food \& Beverage Income} \\ \text{PER SEASON} \end{array}$$

WE HOPE WE CAN COUNT ON YOUR **SPONSORSHIP.**

FOR MORE INFORMATION, CONTACT: J. ASHLEY PANTER



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(706) 633-3362 *(feel free to text)*

