

2019 COED HOMELESS SOFTBALL IN MADISON

“BEACON EAGLES”

UNIQUE TEAM OF HOMELESS & HOMELESS ADVOCATES

SPONSORSHIP SOUGHT

HIGH MEDIA VISIBILITY OFFERED TO SPONSORS

SUGGESTED LEVELS OF SPONSORSHIP



Beacon Eagles, Madison's First-Ever Coed Homeless Softball Team on Opening Night in May 2018

HISTORY OF HOMELESS SOFTBALL IN MADISON—FIRST-EVER TEAMS FOUDED IN 2018

Last year, Madison's Beacon Homeless Resource Center & Street Pulse Homeless Newspaper, with the help of many additional sponsors/supporters (see list below), organized two homeless softball teams (one men's team & one coed team) that played in Madison's city softball league run by Madison School Community & Recreation (MSCR). This is believed to have been the first time that homeless teams participated in the Madison City softball league.

The two teams, which consisted of homeless individuals and homeless advocates, were formed in order to build a richer sense of community, pride, and simple fun amongst the

homeless, and also to promote increased awareness of the homeless and of homeless issues amongst the larger Madison community.

This initial effort was largely successful in achieving these goals and we hope to increase & extend that success in this year's coming season (starts May 3). There was great enthusiasm amongst the homeless for participation in this enjoyable group activity and, despite not winning many games, everyone had a good deal of fun in our 10-game season for both teams.

There were, however, some organizational and transportation issues in our first season, particularly in trying to organize two games each week. So, this year, we have decided to do just one team (the coed Beacon Eagles, playing on Friday nights, starting May 3) and we are striving to arrange multiple effective transportation options long before the start of the season.

SPONSORSHIP

In addition, we are seeking sponsors to contribute financially so that we can pay for the various fees/expenses related to operating the team. Estimates include the following:

----MSCR Team Registration (30 players; \$50/player & \$25/low-income player)	\$1,400
----Team Caps (30 caps at \$12-\$15/cap—for team & supporters, if extras)	\$450
----Transportation (gas money to/from 10 games)	\$200
----Miscellaneous Equipment (Gloves, Bats, Balls- we have some already)	\$200
----Field Rentals for Practices (10 practices X \$30/2 hrs Bowman)*	\$300
----Group Batting Cage Outings (Vitense Golfand, Various Times)	\$300
----Proposed Weekly Newsletter** (Printing 100 11x17 copies/week)	\$500

TOTAL	\$3,350
Sponsorship Pledged So Far 2019	
--The Beacon/Catholic Charities	\$500
--BioQuick Online News	\$100
Amount Still Needed	~ \$2,750

*We may be able to do some practices at Reynolds Field which is just a three-block walk from The Beacon and which we used for a number of practices last year. The City charges \$5/hour to reserve Reynolds Field, although, last year, we just walked on and luckily had no conflicts with other practices or games.

**We are tentatively proposing to publish a weekly newsletter describing the results of each week's game in our league. This proposed newsletter would be distributed each week to all the players (80-100) in the league (MSCR's Friday Night "Cambridge" Coed League—six to eight teams).

SUGGESTED CONTRIBUTION LEVELS FOR SPONSORS

Any amount of money toward offsetting these anticipated expenses would be greatly appreciated. Last year, we received contributions ranging from \$100 to \$1,500 from our sponsors. This year, we are suggesting the following levels of sponsorship. We will use these levels in describing our sponsorship to the media and will list the sponsors in this order when describing them in any literature we produce, such as in our proposed weekly newsletter to be distributed to all the league's players (80-100 Madison players from all over Madison and from various walks of life) each week, and in press releases we send to the media.

Levels of Sponsorship for Support of Madison Coed Homeless Softball (Beacon Eagles)

Platinum	\$2,000
Gold	\$1,500
Silver	\$1,000
Bronze	\$500
Sponsor A	\$250
Sponsor B	\$100
Sponsor C	\$50

HOW TO MAKE A SPONSOR CONTRIBUTION

If making a contribution, please make your check out to Catholic Charities, which is an official non-profit organization:

Catholic Charities

and on the check memo line, write:

Beacon Softball Team

Please mail your check to:

**Catholic Charities-Madison
702 South High Point Road, #209
Madison, WI 53719
608-826-8000**

All sponsors will be mentioned in all descriptions of the Beacon Eagles to the media, which has devoted significant coverage to the team in the past, and such coverage is anticipated again this year, and quite possibly will be more extensive (see Visibility/Publicity Rewards described below).

We have already received inquiries from Channel 3000 TV and the Urban League's EMOJA Magazine—both of which would like to do stories on this year's team. Please see more info on media coverage below.

In addition, if the proposed weekly newsletter (see description below) is developed, this will provide additional exposure of all of our sponsors to a broad audience of Madison residents each week.

VISIBILITY/PUBLICITY REWARDS FOR POTENTIAL SPONSORS

LAST YEAR'S PUBLICITY. The visibility/publicity rewards for sponsors can be significant. Last year, we received major media coverage from Channel 3000 TV, the Wisconsin State Journal, and WORT 89.9 FM Radio (see links to all this coverage below), as well as impressive recognition by the Madison Mallards in front of a capacity crowd at their stadium. In each conversation with the media and the Mallards we made sure to make prominent mention of our sponsors, generating important and wide positive publicity for them.

THIS YEAR'S PUBLICITY—PART 1. This year, we expect that the same media outlets will cover us, and we hope to add additional media to these, including the Capitol Times, Isthmus, Simpson Street Free Press, and the Badger Herald, among others. This year's sponsors will benefit from this wide publicity of their generous support of the homeless in Madison.

As noted above, Channel 3000 TV (reporter Madalyn O'Neill) has already contacted us to arrange to do a story on this year's team, and next Wednesday, a number of team members will be meeting with the editor of the Urban League's UMOJA Magazine for an interview for a story that this high-end, four-color monthly magazine (5,000 subscribers) is planning to do on our homeless team.

THIS YEAR'S PUBLICITY—PART 2—PROPOSED WEEKLY NEWSLETTER. We are also proposing to produce another publicity vehicle that will provide additional broad visibility for our sponsors. This will be a weekly 4-page (one folded 11 x 17 sheet) newsletter that will report on each week's games in our league (not only our game, but also the other 2-3 games that will be played in our league at the same field that night).

This newsletter will contain written reports of each of that week's 3-4 games, updated league standings, perhaps a few pics, prominent mention of all our sponsors, and also possibly additional paid advertising, and an occasional player profile.

Any profits made from the newsletter advertising will be directed toward any remaining team expenses or into other homeless-related efforts, such as production of the Street Pulse newspaper.

This proposed newsletter will be distributed each week to all the players (80-100) on the teams participating that night and will likely be well read as each team will be interested in reading about itself and seeing what the standings are, etc.

By getting this newsletter to this large, broad spectrum of softball players from all over Madison, we will be generating wonderful extra publicity for our sponsors.

MEDIA COVERAGE 2018

Channel 3000 TV News Segment

"Madison's First Coed Homeless Softball Team Prepares for Season"

<https://www.channel3000.com/news/madisons-first-coed-homeless-softball-team-prepares-for-season-1/738585542>

Wisconsin State Journal Articles

"Batter Up; Homeless, Advocates Field Softball Teams"

https://madison.com/wsj/news/local/batter-up-homeless-advocates-field-softball-teams/article_2f1c5b5f-e19f-5708-9b63-dc1edc38e905.html

"Catching Up: Some Ups, Some Downs for Homeless Shelter's Softball Teams"

https://madison.com/wsj/news/local/ask/catching-up/catching-up-some-ups-some-downs-for-homeless-shelter-s/article_6acba668-6752-51c3-81fc-d06b1a772cee.html

WORT 89.9 FM Radio Show

"MSCR League Welcomes Teams for Homeless"

<https://www.wortfm.org/mscr-league-welcomes-softball-teams-for-the-homeless/>

OTHER PUBLICITY 2018—FIRST BALL TOSS AT MALLARDS GAME

The Beacon Eagles team was recognized by the Madison Mallards baseball team with the honor of throwing out the first ball at a game in August. One of our players (JoJo Frieson), who had shown exceptional enthusiasm and reliability throughout the season, was chosen to throw out the first ball for our team. The Mallards took and posted over 100 pictures of this event, generating enormous positive publicity for The Beacon and our other sponsors.

2018 SPONSORS

Connecticut Philanthropic Group
The Beacon/Catholic Charities
Madison Gas & Electric
Edgewood College
Madison Area Urban Ministries (MUM)
First United Methodist Church (FUMC)
BioQuick Online News
Elite Embroidery & Screen Printing
Gosse Graphics

CURRENT 2019 SPONSORS SIGNED UP SO FAR

The Beacon/Catholic Charities	\$500
Elite Embroidery & Screenprinting, Inc.	\$250
BioQuick News	\$100
Amount Still Needed	\$2,500

CLOSING

Thanks, and if you should have any questions, please do not hesitate to call me.

All the best and Go Eagles !!

Sincerely,

Mike

Michael D. O'Neill, MA (Duke University, Immunology)
Volunteer Street Pulse Writer & Homeless Softball Organizer
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