



What is America's Finest City Softball League (AFCSL)?

America's Finest City Softball League is a recreational softball league that has been an integral part of the city of San Diego's 2SLGBTQIA+ community for over 44 years. Founded in 1980, with the intention of being a safe place for 2SLGBTQIA+ people of San Diego to have fun and to serve as a safe space for all, AFCSL continues to flourish as one of longest running 2SLGBTQIA+ sports organizations in San Diego. The league has been successful in transforming the lives of thousands of players over the years by giving them a space to compete, connect, and strive for their goals both on and off the field. The AFCSL community is large, supportive, diverse and forever welcoming to all those that come to play ball.

Starting with its first year, AFCSL has partnered with local 2SLGBTQIA+ and ally businesses with amazing success, bringing visibility to both AFCSL and our sponsors. Our members have consistently formed relationships and supported our league sponsors. We have developed such lasting relationships that we still partner with sponsors that supported us in our very first season!

As our league grows and reaches even more players and spectators, we are looking to continue to build partnerships with the ever-growing and diverse local San Diego 2SLGBTQIA+ community. We want to cultivate these relationships to promote our sponsors, raise awareness, and help AFCSL grow alongside our community and allies.

AFCSL by the Numbers

Two Playing Seasons across 6 months of the year

- Spring Season
 - 3+ Months
 - Average of 38 Teams
 - 700+ Active Players
- Fall Season
 - 2 months
 - Average of 25 Teams
 - 450+ Active Players
- Annual Tournament
 - Autumn Classic
 - Fall; October
 - Average 60 Teams
 - 900+ Players

Players

- Member of International Pride Softball (aka NAGAAA-North American Gay Amateur Athletic Alliance); 54 member cities & 17,000+ members
- Member of ASANA - Amateur Sports Alliance of North America; 25 member cities and 8,000+ members
- Active Participants in Softball Tournaments
- Each year, AFCSL teams participate in many regional tournaments such as Palm Springs, Phoenix, Long Beach, Las Vegas, and others, some of which host over 5,000 players and fans.
- Strong Digital Presence
 - 1,100+ Mailing List Subscribers for Email Campaigns
 - 2,000+ Followers on social media including Facebook, Instagram & Twitter
 - 10K Unique Yearly Website Visitors



Why you should Sponsor a San Diego 2SLGBTQIA+ League:

- AFCSL has the highest population of 2SLGBTQIA+ Identified People
- More than 75 percent of 2SLGBTQIA+ adults and their friends, family, and relatives say they would switch to brands that are known to be 2SLGBTQIA+ friendly.
- Over 45% of all consumers under the age of 34 say they're more likely to do repeat business with an 2SLGBTQIA+ friendly company. More than 54% — also say they would choose an equality-focused brand over a competitor.
- Your business would be exposed to thousands of 2SLGBTQIA+ athletes & fans that participate in tournaments throughout the year



Sponsorship Levels

Grand Slam Sponsor - \$4,000+

- Your logo on a team jersey (when available) for the Spring **AND** Fall Season **PLUS** World Series **OR** Autumn Classic Tournament
- Logo represented at two (2) most popular League wide events (Opening Party, **AND** End of Season Party)
- On-Site Table Presence at Opening Party or End of Season Party
- One league promoted team event **AND** Two Post Game Happy Hours
- Sponsor Logo and Link on website sponsor page
- Sponsor Email Campaign
- Thank you, message, featuring sponsor logo, location (if applicable) & custom sponsor messaging posted on social media

Homerun Sponsor - Up to \$3,000

- Featured logo on team jersey (when available) for one team for the Spring **AND** Fall Season
- Logo represented at one (1) League wide event (Opening Party **OR** End of Season Party)
- One league promoted team event **AND** One Post Game Happy Hour
- Sponsor Logo and Link on website sponsor page
- Sponsor Email Campaign
- Thank you, message, featuring sponsor logo, location (if applicable) & custom sponsor messaging posted on social media

Triple Sponsor - Up to \$2,000

- Featured logo on team jersey (when available) for one team for the Spring **OR** Fall Season **OR** World Series
- One league promoted team event **OR** One Post Game Happy Hour
- Sponsor Logo and Link on website sponsor page
- Sponsor Email Campaign
- Thank you, message, featuring sponsor logo, location (if applicable) & custom sponsor messaging posted on social media

Double Sponsor - Up to \$1,000

- Logo on Spring Team Jersey (when available) for one season
- Sponsor Logo and Link on website sponsor page
- Sponsor Email Campaign
- Thank you, message, featuring company logo, location (if applicable) posted on social media

Team Sponsor - \$500 per team

- Sponsor Logo and Link on website sponsor page
- Thank you, message, featuring company logo, location (if applicable) posted on social media
- For sponsors with more than one team, the fee is \$450 per team

Product/Coupon Sponsor - \$350

- Sponsor Logo and Link on website sponsor page
- Sponsor can choose on-site product presence (excluding restrictions of site host) at (Opening Party, Closing Party or Autumn Classic Tournament) OR a digital copy of a discount coupon for your business will be emailed to each player during the (Spring or Fall Season)
- A discount coupon to your business will be distributed to each Team Manager at the beginning of the (Spring or Fall Season)

Equity, Diversity & Inclusion (EDI) Sponsors – In 2021 AFCSL created an Equity, Diversity & Inclusion Committee, otherwise known as EDI to add further support to the AFCSL's mission to promote a more welcoming environment for 2SLGBTQIA+ athletes with an emphasis on increasing diversity in the AFCSL. The below sponsorship opportunities assist AFCSL in creating a more equitable league for all.

Player Registration Fee - \$85.00 per player

- This sponsorship is available to community member(s)/player(s) that would like to provide an equitable opportunity for another person to participate in AFCSL by paying for a player(s) fee.
- As an EDI Sponsor, AFCSL, would like to thank you by listing your name on the AFCSL Website for your generous contribution.
- The EDI Sponsor Funds will be allocated to players with a financial need on a first come, first serve basis.
- Players who need financial assistance will apply for EDI Sponsor Funds through an online form submitted to the AFCSL Board prior to the Spring and Fall Seasons. The Board will select players based on financial need. Selected players will remain anonymous.

Athletic Equipment Sponsor – Value \$250.00+

- This sponsorship is available to community member(s)/player(s) that would like to provide an equitable opportunity for another person to participate in AFCSL by paying for player/sponsoring athletic equipment to include but not limited to; gloves, bats, cleats, sports bag, etc.
- As an EDI Equipment Sponsor, AFCSL, would like to thank you by listing your name on the AFCSL Website for your generous contribution.
- The EDI Sponsor Funds will be allocated to players with a financial need on a first come, first serve basis.
- Players who need financial assistance will apply for EDI Sponsor Funds through an online form submitted to the AFCSL Board prior to the Spring and Fall Seasons. The Board will select players based on financial need. Selected players will remain anonymous.

Please note, if you would like to donate to AFCSL and do not see a sponsorship opportunity that meets your needs, please contact Marketing@afcsl.org to further discuss.