

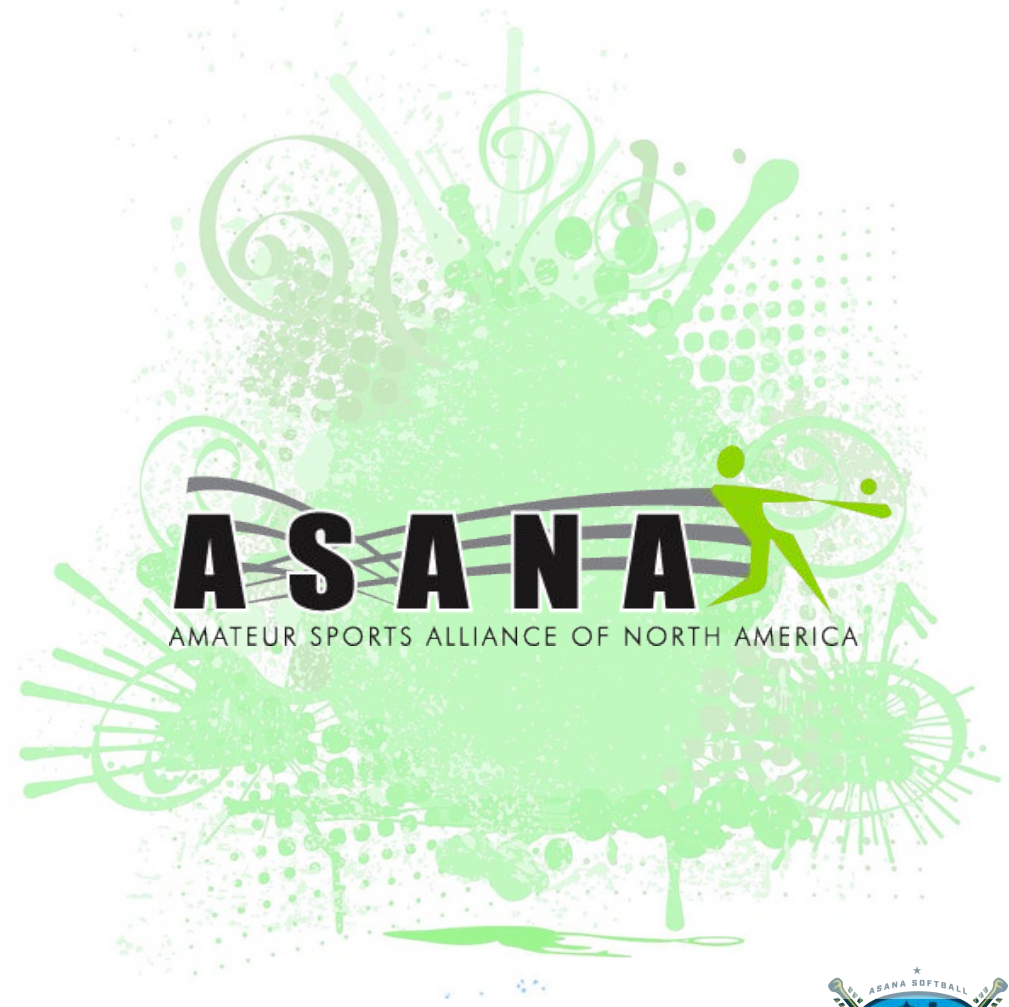


[ASANASERIES.ORG](https://asanaseries.org)

August 20 - 24, 2024

WHO WE ARE

- ❖ ASANA was established in 2007 as a non-profit organization dedicated to the promotion of amateur athletics for all persons regardless of gender, age, race, creed, religion, national origin, or sexual orientation with a special emphasis on the participation of cis women, trans men, trans women, non binary and agender people of the LGBTQIA+ community.
- ❖ Before establishing ASANA, many of our active members helped create the North American Gay Amateur Athletic Alliance Women's Division in 1985.
- ❖ ASANA has 29 member cities throughout the United States playing year round and hosting local tournaments.



EVENT OVERVIEW

- ❖ The ASANA Series is the largest annual LGBTQIA+ Women's+ sporting event in the United States, bringing together players, coaches, umpires and fans for a week of sports competition and social networking.
- ❖ ASANA hosts the Softball World Series each year in a different member city, bringing together 60+ teams across four divisions of play – B, C, D and E – in a 4 day championship tournament.
- ❖ During the week-long series, we host our annual Hall of Fame Induction Ceremony to celebrate our past and incoming Hall of Famers.

"Asana tourneys are always fun."

"Seeing my framily!"



EVENT OVERVIEW

- ❖ Sponsors play a key role in our tournaments and our commitment is to provide maximum exposure based on your advertising objectives.
- ❖ Your sponsorship or donation will provide pre-event exposure and on site exposure to our participants, team fan bases and member cities.

"It's a comfortable atmosphere so I play well because I am relaxed and feel safe"

"Loved the competition and camaraderie between teams"



POTENTIAL REACH

- ❖ ASANA has over 4,600 active LGBTQIA Women+ members and the brand loyalty of our members is unmatched.
- ❖ Our statistics show an average of 38% of our membership includes families with children.
- ❖ The LGBTQIA Women's+ sports movement is increasing in popularity and therefore our event is a good opportunity for your business to be a part of this growth.



"The environment was extremely welcoming to a first timer like myself"

LGBTQ+ FACTS & DEMOGRAPHICS

\$917B

The LGBTQ+ market processes \$917 billion in buying power in the US according to Witeck Communications.

23% HIGHER INCOME

There is 23% higher median income in same-sex households compared to straight households according to Prudential research.

LGBTQ+ consumers are 2.06 times more likely to buy from companies that they trust according to comScore.



ASANA.ORG DEMOGRAPHICS

- ❖ Average Age Range **26 - 45**
- ❖ College Educated **74%**
- ❖ Average Income **\$50K to \$85K**

**Coast to Coast
representation**



2024 ASANA SERIES OPPORTUNITY



2023 ASANA SERIES DEMOGRAPHICS

	2022	2023
Rookie	32.0%	39.5%
1-3	42.7%	35.5%
4-6	17.4%	15.2%
7-9	4.0%	5.4%
10-14	2.6%	2.8%
15-19	0.8%	0.9%
20+	0.6%	0.7%

	2022	2023
Female	94.3%	91.9%
Non-Binary	1.9%	3.6%
Male	2.4%	2.2%
Trans Female	0.8%	0.8%
Gender Nonconforming	0.0%	0.7%
Trans Male	0.3%	0.4%
Not Listed	0.2%	0.4%

	2022	2023
Lesbian	59.2%	53.6%
Straight	19.3%	21.7%
Bisexual	8.3%	7.9%
Queer	4.8%	7.1%
Gay	4.1%	5.7%
Pansexual	2.6%	2.6%
Not Listed	0.9%	0.7%
Asexual	0.4%	0.4%
Demisexual	0.4%	0.3%

	2022	2023
18-25	3.7%	3.5%
26-35	34.6%	30.7%
36-45	37.6%	41.1%
46-55	15.5%	15.8%
55+	8.6%	8.9%

	2022	2023
White/Caucasian	70.0%	67.6%
Hispanic or Latino Origins	12.0%	13.3%
Black or African American	9.0%	7.9%
Asian	3.0%	4.6%
Not Listed	3.0%	2.8%
Hawaiian or Pacific Islander	2.0%	2.5%
American Indian or Alaska Native	1.0%	1.3%

	2022	2023
Employed 40+	67.9%	66.9%
Employed 1-39	6.9%	5.9%
Retired	1.4%	1.5%
Not employed/Looking	1.1%	1.0%
Not employed/Not Looking	0.7%	0.7%
Not listed	1.4%	1.1%
Disabled	0.0%	0.1%

SPONSORSHIP OPPORTUNITIES

Event Branding Opportunities

- ❖ Product and special insert opportunities in the player registration/welcome bags
- ❖ Logo inclusion and signage at the field complex, as well as Hall of Fame dinner, opening and closing events
- ❖ Three Host Hotel recognition opportunities

Digital Marketing Opportunities

- ❖ Recognition on website
- ❖ Recognition on social media, including Facebook, Twitter, YouTube and Instagram
- ❖ Advertising on our live game streaming broadcasts

Brand Activation Opportunities

- ❖ Single field complex, opening and closing parties and on-site venues all offer branding opportunities
- ❖ Sampling opportunities are great ways to introduce a new product



SPONSORSHIP LEVELS

Sponsor Levels	Founder	Platinum	Home Run	Big Triple	Solid Double	Timely Single
	20K	15K	10K	7.5K	5K	2.5K
Category & Activation Exclusivity	✓	✓	✗	✗	✗	✗
Hall of Fame Dinner Sponsorship	✓	✓	✓	✓	✓	✓
Hotel Lobby and Event Branding	✓	✓	✓	✓	✓	✓
Opening and Closing Event Branding	✓	✓	✓	✓	✗	✗
Field Activation Opportunities	✓	✓	✓	✓	✓	✗
Logo Display at Fields*	✓	✓	✓	✓	✓	✓
Website and Location Banner Logo Recognition**	✓	✓	✓	✓	✓	✓
Video Streaming***	✓	✓	✓	✓	✓	✓
Social Media Branding	✓	✓	✓	✓	✓	✓
Player Distribution	2	2	2	1	1	1

*sizing TBD

** sizing determined by level of sponsorship

*** package defined for each level



OTHER BRANDING OPPORTUNITIES

Donations Always Needed

- ❖ We are also open to goods and services donations
 - Awards for winners
 - Lifestyle and Sport opportunities
 - Water and Non Alcoholic Beverages
 - distribution to participants
 - Storage and Shipping Discounts
 - Entertainment Funding
- ❖ Opportunities for recognition available in all areas

Volunteer Opportunities

- ❖ Your organization can contribute by providing manpower at the event for set ups, breakdowns and general volunteering
- ❖ Recognition on social media, including Facebook, YouTube and Instagram



WE WANT TO WORK WITH YOU!



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