

Commercial rate card

BaseballSoftballUK works directly with baseball and softball players, coaches, spectators and fans throughout the United Kingdom and Europe. Advertise with us and have direct access to Britain's baseball and softball communities in one of the world's fastest expanding sports markets.

Below are the rates for some of BaseballSoftballUK's most popular commercial programmes and opportunities. If you are interested in an item not on this list, please contact commercial@bsuk.com.

Digital marketing

BaseballSoftballUK's social media, website and newsletters are the best way to get your brand directly to our players, coaches and fans. More than 5,000 dedicated baseball and softball followers see BaseballSoftballUK's social media posts each week across multiple platforms, with Facebook and Twitter being the most popular. BaseballSoftballUK's collection of websites average over 15,000 visitors per month as well, giving your business multiple options to reach our fans with your message.

	Frequency	Cost
1. Banner ad on website (limited availability)	Full year	£2,500
2. Sponsored post on Facebook/ Twitter/Instagram	Once	£250
3. Ad in BSUK monthly newsletter	Once	£100



Events, programmes and academies

BaseballSoftballUK runs a variety of events and tournaments across the country each year, including annual Baseball and Softball Academies and the High Performance Academy during the offseason. Sponsoring one of these programmes is a great way to get your brand involved with our playing community year-round while helping to grow the game in the UK.



Farnham Park Baseball and Softball Complex

Farnham Park is the national home of baseball and softball in the UK. Fully maintained by BaseballSoftballUK, signage at the facility is our most visible advertising option with tens of thousands of visitors to the park each year.

	Frequency	Total Price
Outfield sign	Full year	£1,000
Infield sign	Full year	£750
Bullpen sign	Full year	£1,000
Naming rights to Farnham Park	Multi-year	£25,000/yr

*Please note that all signage requires a production cost to be paid by the sponsor. BaseballSoftballUK is not responsible for any additional costs to sponsors, including collateral creation and shipping.



Contact

Joelle Watkins
 Head of Commercial

E: joelle.watkins@bsuk.com
 T: +44 (0)20 7453 7055

www.baseballsoftballuk.com