

ĀRAHI

Ārahi Baseball Club
Sponsorship Proposal
November 2025

Executive Summary

Ārahi Baseball Club is a not-for-profit baseball organisation for players aged 35+ in Aotearoa New Zealand. We are affiliated with Baseball New Zealand serving as its Masters programme.

Our purpose is to support wellbeing amongst Masters baseballers, build and strengthen baseball friendships and connections, and make a positive impact. Ārahi i te ora. Ārahi whanaungatanga. Ārahi aroha.

We participate in national and international Master tournaments (e.g. the 2025 World Masters Games in Taiwan), host Masters teams to visit us here, and give back to the wider baseball community with a focus on youth accessibility.

We are seeking sponsorship partners who share our values — teamwork, wellbeing, and giving back — to help support our growth, tours, and community impact initiatives.

Our Purpose and Impact

KEI TE HAERENGA TĀPOI
Tours

MANAAKITANGA
Hospitality

WHAKAHOKI KOHA
Giving Back

Ārahi Baseball Club exists to foster wellbeing among baseball players aged 35+ — players often balancing work, life, and family, yet still wanting to play competitive, meaningful baseball out of love for the game.

For these players, we aim to build and strengthen long-term friendships and community through going on baseball tours and hosting similar offshore clubs on tours of Aotearoa New Zealand.

In addition, we contribute our time, experience, and resources to the next generation with a focus on supporting the accessibility of youth baseball.

Our community initiatives include mentorships and support for younger or developing baseball players facing challenges accessing baseball, fostering growth within the sport.



Partnering Opportunities

We are seeking partners to support tours, community impact, and club operations.

Level	Tour Partner	Community Partner	Operations Partner
Support	Support for travel, accommodation, and equipment to participate in international tournaments and host them in Aotearoa New Zealand.	Support for youth players to partake in baseball experiences that they could not otherwise afford.	Support for general club operations such as ground hire, equipment, administrative costs.
Purpose Alignment	Wellbeing and Connection	Positive Impact	Wellbeing, Connection, and Positive Impact
Contribution	Medium	Medium	Modest
Visibility & Return	<p>Prominent branding on team gear and promotional materials.</p> <p>Co-designed brand activations on tour.</p> <p>Website and social media recognition.</p>	<p>Co-branded community initiatives including event signage and media.</p> <p>Website and social media recognition.</p>	<p>Named sponsor of club representatives attending events and/or of club awards.</p> <p>Website and social media recognition.</p>



Partnering Benefits

Reach and Engagement

Our membership includes dedicated Masters athletes, many with professional, business, and community networks.

Participation in national and international events exposes sponsors to a wider, cross-generational audience.

Alignment with Positive Values

Sponsors align with wellbeing, sports longevity, community, and giving back — values increasingly resonant with modern consumers and stakeholders.

Demonstrates social responsibility: investing in amateur sport, mentorship, and healthy aging.

Legacy and Long-Term Impact

Help build a sustainable future for Masters Baseball in Aotearoa New Zealand.

Become part of a story: not just funding a club but fuelling a community and legacy.

Measurable Impact

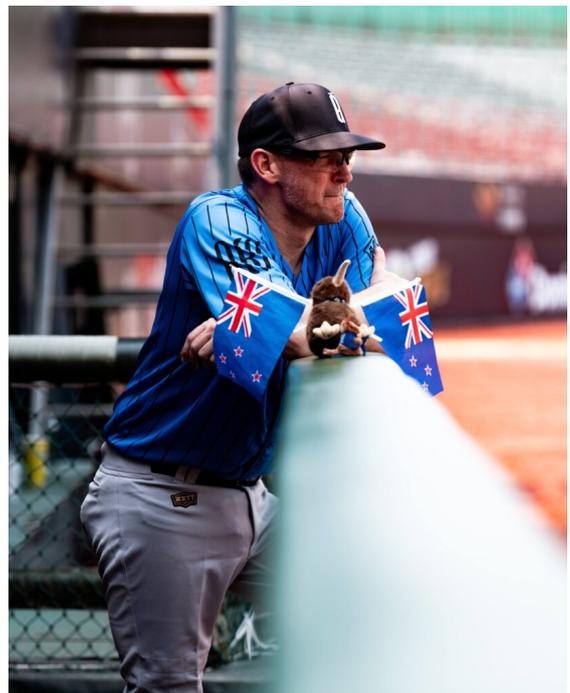
We provide sponsors with regular updates on impact: number of tour participants, clinic attendees, community hours, media exposure, and so on.

At season-end, we deliver a sponsor impact report, summarising outreach, brand exposure, and community outcomes.

Next Steps

We would welcome the opportunity to discuss a bespoke package tailored to your organisation's goals and budget. Here's how to move forward:

1. Meeting: Let's set up a kōrero (meeting) to talk through possibilities.
2. Proposal and Package Finalisation: Based on your desired engagement, we'll provide a detailed proposal outlining deliverables, timeline, and exposure.
3. Agreement and Onboarding: Once terms are agreed, we'll sign a partnership agreement and begin activation (branding, communications, events).
4. Activation and Reporting: Throughout the season or tour, we'll work closely with you to ensure visibility, and at the end provide a detailed impact report.



Conclusion

Partnering with Ārahi Baseball Club is not just a sponsorship — it's a chance to support a thriving, mature sporting community that values connection, health, and giving back.

Together, we can build something that truly endures. We would be honoured to have you on board as a partner and co-creator of this journey.



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