

## MARKETING NEWSLETTER

### Dates to Remember in September:

- **September 8th:** NCFA Phone Day
- **September 14th:** "Suite 301" LIVE at 3:01pm EST.
- **September 15th:** NCBA Phone Day
- **September 15th:** NCBA Schedule Request Due
- **September 22nd:** NCSA Phone Day

### ? T R I V I A ?

Columbus Georgia is world famous for their Scramble Dogs. In what type of establishment are the Scramble Dogs Served?

- A. Grocery Store      B. Pharmacy  
C. Barber Shop        C. Ballpark



Answer: B. Scramble Dogs are served at Dinglewood Pharmacy.

### NCSA WORLD SERIES BACK TO COLUMBUS, GA.

After a highly successful event last year, the NCSA is thrilled to announce that the 2011 NCSA World Series will be returning to Columbus, Georgia on April 14-16, 2011. The outstanding facilities, restaurants, and nightlife along with the southern hospitality provided by the Columbus Sports Council make Columbus, Georgia, an ideal location for this National Championship tournament.

"The decision to return to Columbus was really a no-brainer," explained NCSA President Sandy Sanderson. "It was readily apparent talking to players, coaches, and fans that the 2010 NCSA World Series was the best ever. Some even referred to it as the best softball tournament they had ever been a part of!"

The South Commons Softball Complex was the site of the 1996 Olympic Softball competition and boasts eight lighted fields including one enclosed stadium. The flexibility provided by the eight-field complex proved to be a substantial improvement over the previous site, which only offered four fields for play. Teams and fans benefitted by having additional time in between games while simultaneously shortening the

length of each of the first two days of the tournament.

"The South Commons Softball Complex was amazing-- the eight fields guaranteed games would start on time, and the field crews made sure each field was at its best before we played," said University of Florida vice president Alison Posey, who played in each of the last three World Series tournaments. "The most memorable thing from Columbus was playing in the stadium for the championship game. To be in that atmosphere, with family, friends, and the other teams watching as we won was something I will always cherish!"

In addition to the on-field accommodations offered by the South Commons Softball Complex, Columbus Georgia offers plenty of attractions off the field as well. With over 500 restaurants in Columbus, players and fans can enjoy everything from southern style barbecue to the world-famous Scramble Dog, a local favorite! For fun and exciting night-life, Uptown Columbus offers a variety of bars, fine eateries, unique and trendy boutiques, and fun-filled events and concerts in a one-of-a-kind atmosphere.

Other attractions in the area include



Aerial Images of the South Commons Sports Complex, host of the 2011 NCSA World Series on April 14-16, 2011

the National Civil War Museum; the National Infantry Museum & Soldier Center; the Coca-Cola Space and Science Center; and the Chattahoochee Riverwalk. For more information on activities in Columbus, check out [www.visitcolumbusga.com](http://www.visitcolumbusga.com).

"Eight quality softball fields, beautiful Georgia weather, and good old southern hospitality made last year's event a remarkable success, and I expect this year to be even better!" Sanderson said.

More information on this championship tournament will be released as the event draws closer and will be announced at [www.clubsoftball.org](http://www.clubsoftball.org). Any questions regarding the 2011 NCSA World Series can be directed to NCSA President Sandy Sanderson at [Sandy.Sanderson@CollClubSports.com](mailto:Sandy.Sanderson@CollClubSports.com) or by phone at (412) 321-8440 x100.

### CollClubSports, "Player To Watch"



**Name:** Josh Britt  
**School:** SUNY Cortland  
**Position(s):** Pitcher  
**Scholastic Year:** Senior  
**Major:** Sport Management  
**Favorites:**  
**Movie:** Van Wilder  
**Food:** My Mom's Chicken Wing Dip  
**Band:** Sam Adams

Josh is going into his 4th year on the team. The past 2 years, he has helped SUNY Cortland win the last two Williamsport Warm Ups, as well as making it to the championship game of the North Atlantic Regional Tournament. Personally, during his sophomore year, he was a 2nd team All-North Atlantic North Region selection.

#### What is your outlook for your team this season?

Over the three years that I have been with the team we've improved substantially each season. We have won our conference two years in a row and are going to work hard to do the same this year. Our ultimate goal this year is to win our region and reach the World Series, which we barely missed each of the past two seasons.

Describe the feeling of falling just

*Have an idea, story or event that you would like to promote in the Marketing Newsletter?*

Just email Christian Smith at [Christian.Smith@CollClubSports.com](mailto:Christian.Smith@CollClubSports.com) or Pete Chalfin at [Pete.Chalfin@CollClubSports.com](mailto:Pete.Chalfin@CollClubSports.com)

short of a trip to the World Series last year after losing in the Championship Game of the North Atlantic regional tournament. How does that provide motivation heading into this season?

Losing in the championship game is frustrating enough by itself, but losing to Penn State two years in a row, especially after having beaten them in an earlier round of the tournament this year, adds extra motivation for us to win the region this year. We have as much talent as anyone in our region, we just need to put in the work and everything will come together this year.

Your team will be playing in the Williamsport Warm Up Tournament again next month. Cortland has a great history of success at this tournament. To what do you attribute this success, and what excites you

most about returning to Williamsport this fall?

I think one of the things that has contributed to our success in the Williamsport Warm Up is that we have great team chemistry. Most of our veterans are guys that have been playing together on the team for a couple years, and we all know each other pretty well and spend a lot of time together off the field. When we take new rookies each year, everyone comes together pretty quickly and understands how our team works and how to play together. The Williamsport tournament is our first action of the year, and it's exciting opportunity for us to bond as a team and set the tone for the rest of the year.

Anything else you would like to add?

Look for this season to be our best yet. Thanks!

## RAWLINGS ST5 NCFA FOOTBALLS; NOW AVAILABLE TO ORDER

The NCFA and Rawlings are excited to announce that an "Official Football" of the NCFA has just been named. The Rawlings ST5 will become the "Official Football" of the NCFA and are now available to order.

Rawlings has been a committed sponsor of CollClubSports for several years and is excited to provide a top quality football adorned with the NCFA logo and commissioner's signature to all NCFA member teams at exclusive pricing.

Rawlings has been in the Football Business for over 100 years making their first football in 1899. Over the past century, Rawlings has been able to develop their footballs that demand performance and durability. Given the Rawlings football tradition, it gave CollClubSports and the NCFA 100% confidence that Rawlings footballs were the best for the NCFA and its teams.

Before the ST5 became the "Official Preferred Football" of the NCFA, all teams in the league were sent a Rawlings ST5 as well as an ST5 Pro

Preferred football. They were then asked to try out each football and decide which football they preferred. It was a close vote with the NCFA member teams, but the ST5 came out on top and thus named the "Official Football" of the NCFA. With the ST5 football having an extremely durable full grain deep pebbled Horween leather shell, Soft Touch Technology, thick lace for an improved grip and the minimum allowable circumference, the ST5 will be sure to impress with its consistent performance. The ST5 is also the Official Football of the NAIA and the NJCAA. Also, all new teams that come on board with the NCFA will still be sent a blank Rawlings ST5 football FREE of CHARGE.

President of the NCFA, Sandy Sanderson is extremely excited to have Rawlings on board. Here is what he had to say: "Here's just another example of how dedicated Rawlings is to the growth and success of the NCFA. No one else could put together a football program like this. The highest quality footballs, NCFA logo's on



*Actual images of the NEW Rawlings ST5 NCFA Football, now available to order.*

every ball, no minimum order quantity and no shipping cost! These are just some of the reasons why we are so proud to partner with Rawlings as the Official Football of the NCFA."

Now all member teams can order the NCFA football adorned with the NCFA gold foiled logo at a price of \$50.00 per ball. There is no minimum order quantity and shipping is FREE. To order your footballs all you need to do is contact Peter Chalfin with the NCFA at 412-321-8440 x105 or by emailing Peter at Pete.Chalfin@CollClubSports.com.

### NCFA TOP 10 POLL

Wright State claims the top spot on the first ever National Club Football Association Top 10 Poll. Wright State edged out South Carolina by claiming 5 first place votes to South Carolina's 2. Below is the complete Top 10 Poll, which is also available on the NCFA website.

1. **Wright State University**
2. **University of South Carolina**
3. **Radford University**
- T-4. **University of Maine**
- T-4. **University of North Carolina**
6. **University of New Orleans**
7. **Clemson University**
8. **University of South Alabama**
9. **University of Vermont**
10. **University of Texas - Arlington**

### NCSA GROWTH

The 2010-11 NCSA season has quickly become one of the most successful years as far as team growth within the league. In the past few months, the NCSA has grown by more than 25% from 61 total teams last year to 77 teams this upcoming year. The growth is due mostly in part to the outstanding work by the NCSA volunteer staff, as well as newly appointed NCSA Director of Team Development, Savannah Harp. In response to the growth, Harp stated: "As a former officer and player on the University of Georgia Club Softball Team, the NCSA is extremely important to me. Seeing the league grow as a whole, gives me great excitement on where the league can go into the future."

### DII VOLUNTEERS

The NCBA was excited to welcome two individuals to the Division II volunteer staff last week.

Mark Hays is a former officer of the University of Kansas DI Club Baseball Team. He also helped lead Kansas DI to the Mid-America South Conference Championship in 2010. Mark will be serving as the District VIII coordinator and will oversee a total of 7 teams.

Eric Curitore is the former president of the Bowling Green State Club Baseball Team. Eric also served as a volunteer at the 2010 DII World Series. He will be serving as the District VI Coordinator and will oversee a total of 5 teams.

### DOMINOS PIZZA IS "DELIVERING THE DOUGH"



CollClubSports is excited to announce that BBI Marketing has come on board as an Official Fundraiser of CollClubSports. BBI is offering CollClubSports Teams the Domino's Pizza

"Delivering the Dough" card. The "Delivering the Dough" card is a simple and easy way to raise money for your club team. It is the only official fundraising card of Domino's Pizza. It is accepted at more Domino's locations across the country than any other program. It offers a low cost and high return and it's an easy sell since it's a nationally recognized name brand company. The Domino's Fundraiser cards are

the perfect match for any organization, and will ensure your fundraising campaign is a successful one. These unique fundraising cards are valid for 1-year and redeemable at Domino's Pizza locations nationwide.

These cards are valued at \$160 and can be sold for \$10 each. Each card has 16, buy 1 Domino's Pizza at menu price and get one of equal or lesser value free coupons. The cost is \$5 per card, and the minimum order is only 25 cards. Orders can be in increments of 25, but the more your order, the larger your profit!

For example, if your team orders 200 cards, your \$1,000 investment can be doubled in no-time by selling these cards to anyone who wants to support your team. If your club team carry's a 20-man roster, each player only has to sell 10 cards.

It's that easy!

A great option for teams that don't have the money to pay for the cards up-front is to pre-sell the cards to individuals who want to support the team. Once you have some pre-orders, teams can place their order with CollClubSports.

To learn more or to order your Domino's Pizza "Delivering the Dough" cards", all you have to do is contact Christian Smith with CollClubSports at Christian.Smith@CollClubSports.com or by calling Christian at 412-321-8440 x104. You can also click on the "Fundraising for Your Sports Team" web banners on all the CollClubSports websites, and fill out the small form to have Christian contact you for more information. Once payment is sent into CollClubSports and a delivery address is submitted the Domino's Pizza "Delivering the Dough" cards will be shipped right to your door within 24-48 hours.