

MARKETING NEWSLETTER

Dates to Remember in October:

• **October 13th:** NCFA Phone Day

• **October 19th:** "Suite 301" LIVE at 3:01pm EST.

• **October 20th:** NCBA Phone Day

• **October 27th:** NCSA Phone Day

? T R I V I A ?

Columbus Georgia is now the host of the 2011 NCBA Division I World Series. Previously, Fort Myers, Florida hosted the event the most out of any other city. How many years did Fort Myers, Florida host the NCBA World Series?

- A. 2 years B. 3 years
C. 4 years D. 5 years
E. None of the above

Answer: C. 4 years. Fort Myers hosted the event from 2007-2010.

2011 NCBA DI WORLD SERIES TO COLUMBUS, GA.

The National Club Baseball Association is thrilled to announce that the 2011 NCBA World Series will be held at Golden Park in Columbus, Georgia from May 27 through June 2, 2011. The outstanding facilities, restaurants, and nightlife along with the southern hospitality provided by the Columbus Sports Council make Columbus an ideal location for this National Championship tournament.

NCBA President Sandy Sanderson first became attracted to the city of Columbus after the success of the 2010 National Club Softball Association World Series. "After getting to experience Columbus first hand through hosting the 2010 NCSA Softball World Series there, it became quite clear that this is a city that would welcome our premiere baseball event with open arms," Sanderson said. "The quality of Golden Park, the eagerness of the Columbus Sports Council, the multitude of hotel options, and the flavor that Columbus itself brings to the table made moving this NCBA World Series to Columbus, GA not just an option, but a necessity!" Located on the Chattahoochee River in Downtown Columbus, Golden Park is a 5,000-seat baseball-only stadium that opened in 1926. Multiple minor league teams have called Golden Park home over the years, including the Columbus

Astros (1970-1988) and most recently, the Columbus Catfish (2004-2008). Mickey Mantle, Ty Cobb, Stan Musial, Cal Ripken Jr., Hank Aaron, and Frank Thomas, a Columbus native, are just a few of the Hall of Famers that have played at Golden Park.

Golden Park has been the site of the NCBA South Atlantic Regional Tournament for the past two years. South Atlantic Regional Director Kenny Rayl believes the facility is an ideal fit for the NCBA Division I World Series.

"Golden Park has such an old-time feel to it. The stadium just has a great atmosphere and a lot of history behind it," Rayl said. "Not to mention the grounds crew does a great job maintaining the top-notch playing surface." Sanderson expects increased local attendance at this year's event compared to past years. "Unlike Fort Myers, Columbus possesses a minor league quality venue with no major baseball product by which to entertain its local community. Couple that with the aggressive marketing plan of the CSC to draw local residents and businesses to come to the ballpark and watch the NCBA World Series, and we see Columbus as a "golden" opportunity by which to establish a fan base and build traditions that could last for many years."

In addition to the on-field accommoda-



Outside façade of Golden Park, Columbus Georgia

tions offered by Golden Park, 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 the National Civil War Naval Museum, the National Infantry Museum & Soldier Center; and the Chattahoochee Riverwalk. For more information on activities in Columbus, check out www.visitcolumbusga.com. More information on this championship tournament will be released as the event draws closer and will be announced at www.clubbaseball.org. Any questions regarding the 2011 NCBA World Series can be directed to NCBA President Sandy Sanderson at Sandy.Sanderson@CollClubSports.com or at (412) 321-8440 x100.

CollClubSports, "Player To Watch"



Name: Kendall Knott
School: University of Kansas
Position(s): Pitcher, Utility
Scholastic Year: Junior
Major: Biology
Favorites:
Movie: Boondock Saints
Food: Shrimp
Band: I don't have one - I like almost everything

This is the first year Kansas has been in the NCSA. Kendall joined the team her freshman year and has played ever since. Softball has been a huge part of her life and she didn't want to give it up once she came to KU. Club softball and the NCSA has allowed her to keep playing throughout college and she hopes this year she will have another great season and help her team make it to the 2011 NCSA World Series.

You play nearly every position on the field. What is your favorite and why?

This question is extremely hard for me to answer - seeing as how I have 3 favorite positions. However, if I had to narrow it down to one, I'd probably choose pitching. When I'm pitching, I'm in control of the game, its pace and how my teammates react. I love that with a single out, I can pump up my team and start a rally.

Describe what it felt like to hit three home runs in one day last year?

We were playing Haskell Indian Nations University on a miserably cold and wet day. When I hit my first, I trotted around the bases and my team greeted me at the plate. Casually, my boyfriend bet that I couldn't hit another one. My very next at bat, I hit my second. After my second, I could barely believe it. It didn't even feel like a home run, rather just my normal, everyday swing. My third home run occurred in the second game and landed on the football field behind the left-center fence. I was so happy that I could contribute to winning the double header in such a great way.

Kansas has had a club softball team, but this will be your first year in the NCSA. What made you want to join the league, and what part of being in the NCSA are you most excited for?

Our goal in the past has been to provide collegiate girls with the ability to continue to play competitive, fast pitch softball. So, by joining the NCSA, we will be catapulted onto a whole new level. We will have so many more opportunities to play, travel and meet new teams, which will in turn help us better our own team for the following

seasons. I'm also excited that there's now a goal in which our team can work for (NCSA World Series!!).

What is your outlook for your team this season? What are your goals/expectations?

We have a fairly new team this year - but one with a lot of talent. I'm sure it will take us a while to learn each player's abilities and who plays best with whom in the field. However, once we get everything and everyone situated, I have no doubt that we'll be able to contend with the teams in the NCSA. Our goal for this year is to have a winning record - and we'll worry about the World Series when (and if) it gets here. I believe that we have put together a team that can ultimately make it to the World Series with the right amount of practice, commitment and opportunities.

Anything else you would like to add?

I can't begin to express how excited I am to be a part of the NCSA and cannot wait to see where our team ends up at the end of the season. The teams in our conference better watch out!!! Rock Chalk Jayhawk.

SPRING TRAINING TO TAMPA, FLORIDA

The National Club Baseball Association will once again be partnering with the Tampa Bay Sports Commission and bringing the 2011 NCBA Spring Training Showcase to Tampa, FL. The NCBA is excited to have Tampa, FL as the major market host once again, after successful events from 2006 to 2010. The 2010 NCBA Spring Training Showcase proved to be a huge success with an increase from 35 teams in 2009 to 45 teams in 2010. The 2010 event also boasted a huge impact on local businesses with our largest event sponsorship to date. The economic stimulus of this event has seen results across the board in Tampa. There are expected to be 65+ club baseball and softball teams attending the Spring Training Showcase at Mike Sansone Park in Plant City, FL in 2011.

The field complex at Mike Sansone Park features two full-size baseball fields and an auxiliary practice field that were formerly used for spring training by the Texas Rangers. In addition, the park has two NCAA Regulation soft-

ball fields with four batting tunnels. The field crews and umpires at Mike Sansone Park are a huge part of the success that the Spring Training Showcase has seen over the past five years. With their commitment to excellence the 2011 Spring Training Showcase is sure to exceed expectations once again.

"With this being my second year as the Director of Spring Training Operations, I am looking to expand the event as much as I did last season. With a 22% growth from 2009-2010, the possibilities to improve on the 2011 event are endless," said Savannah Harp, Director of Spring Training Operations for CollClubSports. "I can't wait to starting signing up teams, sponsors, hotels, and volunteers for the upcoming event!"

"Over the past five years, we have had the privilege of witnessing the tremendous growth the Spring Training Showcase has experienced in the Tampa Bay market" commented Jason Aughey, Sales and Events Manager for the Tampa Bay Sports Commission. "We look forward to build-

ing upon past successes and continuing this incredible relationship into 2011 and beyond."

With the recent 2010 showcase raising the bar, the 2011 NCBA Spring Training Showcase is sure to make some headlines and boast an even more successful event. There are already many conversations taking place with potential host hotels and new sponsors for the upcoming showcase. In the past such sponsors have been Red Rose Inn and Suites, Mainsail Suites, Subway, Circle K, Rock n Sports, Hooters, O'Brien's Irish Pub, Splitsville, Avis and many more.

For more information about the NCBA Spring Training Showcase and ways to get involved as a team, sponsor, or volunteer please visit the NCBA Spring Training Showcase website at <http://springtraining.clubbasesball.org/baseball.asp> or by emailing Savannah Harp at: Savannah.Harp@CollClubSports.com or by phone at 412.321.8440 x 103.



WEEK 4: NCFA TOP 10

The University of South Carolina is currently in the top spot of the Week 4 Top Ten Coaches Poll with huge conference wins against UNC and Clemson. The previous # 1 - Wright State drops down to #4 with a loss to New Orleans in overtime last week. Below is the complete list of the Week 4 Top Ten. All Top 10 polls are available online at the NCFA website.

1. **University of South Carolina (3)**
2. **University of New Orleans (4)**
3. **University of Maine (2)**
4. **Wright State University (1)**
5. **Chattahoochee Technical College**
6. **University of South Alabama**
7. **University of Vermont**
- T-8. **Clemson University**
- T-8. **University of North Carolina**
10. **Radford University**

Next Poll Released: 10-6-2010



NCSA PRESEASON TOP 15

The newly structured voting-panel system was unveiled as the NCSA preseason Top 15 Poll was released on September 9th. In year's past, each NCSA member team was granted a vote however, teams voiced their opinions that they would rather have a voting panel vote for the Top 15. Much to no one's surprise, defending champion University of Florida took the #1 spot followed by their bitter-rival and 2009 National Champion, Florida State University. Two-time national champions, the University of Illinois filled the #3 spot with Miami University (OH) and the University of Georgia completing the Top 5 respectively. To the right is the complete NCSA preseason Top 15 that can also be viewed online at www.clubsoftball.org. The next NCSA poll will be released on October 7th.

NCSA Preseason Top 15



1. **University of Florida (10)**
2. **Florida State University (2)**
3. **University of Illinois**
4. **Miami University (OH)**
5. **University of Georgia (1)**
6. **Kansas State University**
7. **East Carolina University**
8. **Ohio State University**
9. **James Madison University**
- T-10. **North Carolina State University**
- T-10. **Virginia Tech**
12. **Naval Academy**
13. **University of Pittsburgh**
14. **University of Colorado**
15. **Air Force Academy**

CAMPUS SPONSORSHIP ADDED AS FUNDRAISER

CollClubSports is excited to announce a partnership with Campus Sponsorship as a new fundraiser for teams to utilize to raise much needed funds. The partnership was reached last week and it will allow teams to raise funds easily and without a ton of work.

Each day, big companies waste billions of dollars by trying to get your attention with advertisements that annoy you. Campus Sponsorship gets those big companies to use that money in a better way - by donating it to organizations like CollClubSports member teams. Campus Sponsorship is inviting CollClubSports member teams to join their Zoomerang Sponsorship Campaign, starting in October. This is

an exclusive preview where you can raise real money while you try out Campus Sponsorship's site. They are confident that you will love it so much that you will be back for the official launch in the spring where teams can raise more money from other donating sponsors.

To join the October Zoomerang Campaign in which \$8,000 will be up for grabs, teams need to go to www.campusponsorship.com. Once there teams can click on the "Sign Up Free" button. There you can click on "Connect with Facebook" or just manually sign up. Then you will be officially signed in. Next you can either start your groups page, or if your group is already started, you can join your teams group.

Then teams who have a group will be notified of the Zoomerang Campaign timelines, prize info, and more. It is important to utilize their "Share on Facebook" button to get all of your members friends to help out as well. This is the key to maximizing the amount of money your team can raise. Once fundraising begins, teams supporters will be asked to complete easy sponsor activities that once the activity is complete the sponsor will donate money. Its that easy! At anytime, the person who starts the group page can cash out to receive their money via PayPal or check. If you have any questions on how to get registered on Campus Sponsorship to start your fundraising please contact Christian Smith at Christian.Smith@CollClubSports.com or by calling Christian at 412-321-8440 x104.