



Royal Belgian Baseball & Softball Federation





Foreword

As Belgium Baseball and Softball close in on 75 years of play in Belgium, the Royal Belgian Baseball & Softball Federation stands ready for a new chapter of its history.

Its organisation is boosted by a professional approach, new interactive tools and a dynamic strategy geared at developing the sport in general (brand awareness and availability for all) as well as quality of play.

We are eagerly looking for partners to shoulder our efforts in this direction.

We look forward to a bright future... together!

Jérôme Legris
President, KBBSF-FRBBS





History

Baseball reached Belgium in the 1920s when US and Japanese sailors played on the Antwerp docks. Local groups soon caught on and the Flemish League was set up in the 1930s.



Baseball grew in Europe and Belgium was a founding member of the Confederation of European Baseball (CEB) in 1953. Softball followed suit and Belgium was also a founding member of the European Softball Federation (ESF) in 1976.



In the meantime, the Belgian Baseball & Softball Federation was set up in 1975, under the auspices of which the Walloon League was created in 1988.

Today, 35 clubs make up the Royal Belgium Baseball & Softball Federation, with just about 2000 players.





Organization

International
Softball
Federation



European
Softball
Federation



International
Baseball
Federation

European
Baseball
Confederation



Royal Belgian Baseball & Softball Federation

Ligue Francophone
Belge de Baseball &
Softball



Vlaamse Baseball &
Softball Liga





Organization



35 Clubs



Executive Board (8)

Belgium Baseball

Technical
Commission

Umpires & Scorers
Commission

Website &
Communication
Commission

Belgium Softball

Disciplinary
Commission

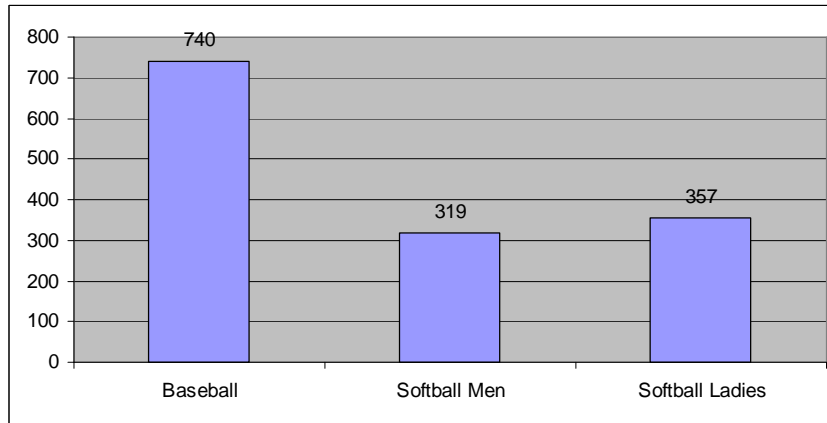
Marketing,
Sponsoring &
Promotion
Commission

Strategic
Development
Commission

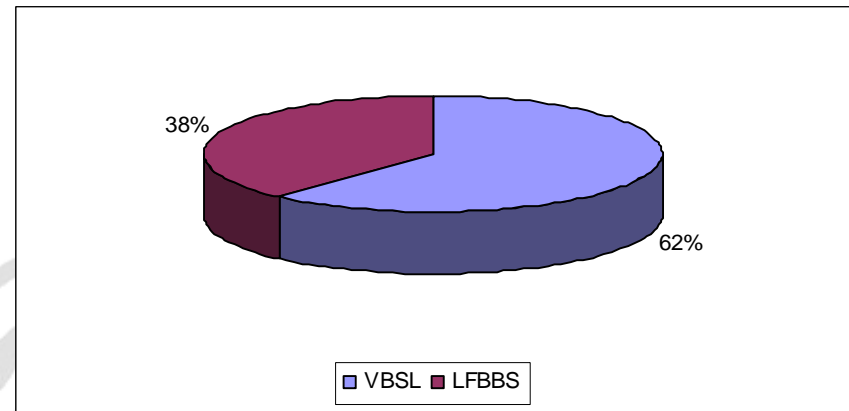




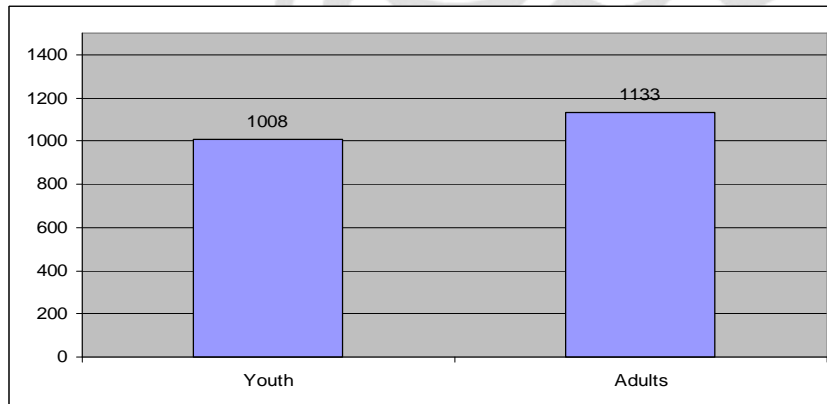
Stats



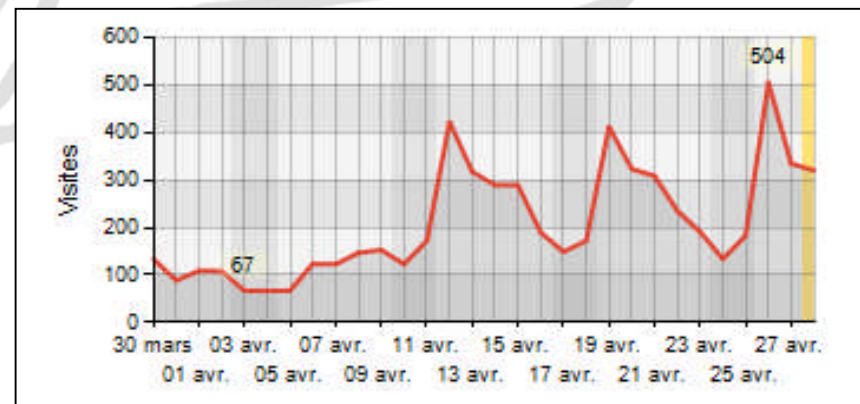
Players per Category - 2009



Players' regional dispersion - 2009



Players per age group - 2009



Website visits - 2009





Programs

National Programs:

Umpires & Scorers clinics

International Programs:

National Teams

International Baseball & Softball clinics





Belgium Softball

Behind European powerhouses and perennial contenders Italy, The Netherlands, Russia and Czech Republic, Belgium Softball has always fared well in European Championships.

Belgian **Women** held their rank at the top of European standings for 20 years before competition from larger countries finally caught up. Relegated to B-Pool in 2005, their win last year earned them promotion back amongst the European Elite-8.

A **Girl's** National Softball Program was started in 2008. The team played its first ever European Championship in 2009 and will again attend this year.

Belgium

Women:

- 1979 – 1997 Top 5 (2nd in 1990)
- 2005 – Pool B
- 2007 – Pool B 5th
- 2009 – Pool B Champions





Belgium Softball

Belgium

Belgian **Men** joined European softball in 1999, placed a historic best 4th in 2007 which they reiterated in 2008. They will be looking to a Top3 result at the European Championships this year in .

Men:
1999 – Pool A
2005 – Pool A 5th
2007 – Pool A 4th
2008 – Pool A 4th

A **Coed Slowpitch** team was also set up in 2009. They will be attending their first ever European Championships this year.





Belgium Baseball

Belgium

Behind European powerhouses and perennial contenders Italy and The Netherlands, Belgium Baseball was at the forefront of European Competitions until 1999 and still ranks 3rd overall in the medal table. And 2010 promises once again to be an exciting year for Team Belgium!

Seniors:

1964 – 2001 Top 10 (1 Gold, 2 Silver, 3 Bronze; 3rd overall)
2004 – 2007 Pool B
2008 – Pool B Champions

European Champions B-Pool in 2008, the Belgium **Seniors** are playing on the elite european scene this summer as they attend the European Championships A-Pool in Stuttgart.





Belgium Baseball

Belgium

The **Cadet** National Team, back on track in 2009, directly won the European Championship B-Pool and will also be playing the European Championships A-Pool this summer.

The Belgium **Juniors** have fought hard to remain amongst the European Elite-8 these past few years. This year they will again be looking for a European Championship B-Pool to add to their trophy-case.



Cadets:

1975 – 1992 Pool A
2009 – Pool B Champions

Juniors:

1978 – 1997 Pool A
1998 – 1999 Pool B
2000 – Pool B Champions
2001 – Pool A 9th
2002 – 2005 Pool B
2006 – Pool B Champions
2007 – Pool A 9th
2008 – Pool B Champions
2009 – Pool A 10th





Promotion

Although Regional Leagues are in charge of grass- root development of the game, the National Federation is looking to play its part in promoting Baseball and Softball nationwide. It aims to raise public awareness and draw interest in the game.



The “I love baseball.be” and “I love softball.be” campaign is intended to provide easy and direct access to information about the game in Belgium, and more specifically answer the 2 critical questions:

Where and how can I play the game?





Partnership

Here are suggested packages we look forward to discussing with you:

Gold Partner (€ 27,000 or equivalent* – 3 yrs)

D1 Championship & Belgium Series branding
D1 fields boarding/panels (20m2 in centerfield)
National team branding (1 NT of your choice)
Visibility throughout our communication

Silver Partner (€ 21,000 or equivalent* – 3 yrs)

National Team support
Visibility throughout our communication

Bronze Partner (€ 15,000 or equivalent* – 3 yrs)

Visibility throughout our communication

* ex. equipment and/or services





Conclusion

Not just a partnership, we suggest an exclusive approach which will attest to the privilege of our relationship and guarantee you the best return on investment. What we feel characterizes our proposal is the creativity and originality of a crossed-marketing approach.

Through KBBSF-FRBBS, you will reach a very wide and multicultural public sharing a passion for sports. We are convinced that our projects can induce a solid partnership. It is in this frame of mind that we invite you to play an active part in the development of baseball and softball in Belgium.

We will be proud to carry your image!

