



LONG ISLAND SOFTBALL CONFERENCE & AWARDS



SPONSORSHIP OPPORTUNITIES 2026



WHERE CHAMPIONS ARE MADE



THE OPPORTUNITY

The first-ever softball educational conference on Long Island

THE PROBLEM

No dedicated softball conference exists on Long Island — despite having one of the strongest softball communities in the Northeast.

THE SOLUTION

LISCA fills the gap — bringing together players, parents, coaches, recruiters, and brands for a landmark event.

KEY NUMBERS

23+

TRAVEL TEAMS

100+

HIGH SCHOOL TEAMS

8+

COLLEGE PROGRAMS

345+

GIRLS IN 16U-18U

1,000+

POTENTIAL REACH

SUFFOLK COUNTY, LONG ISLAND, NY | SEPTEMBER / OCTOBER 2026

THE EVENT

This is **NOT** a tournament — it's an educational conference + awards celebration

◆ DAY CONFERENCE

9:00 AM – 4:00 PM

CONFERENCE PANELS

- ◆ Recruiting Panel
- ◆ College Readiness Panel
- ◆ Training & Development Panel
- ◆ Women in Sports Panel

◆ EVENING DIAMOND AWARDS

7:00 PM – 9:00 PM

8 AWARD CATEGORIES

- 🏆 Player of the Year
- 🔥 Rising Star
- 📦 Defensive Player of the Year
- 🏆 Offensive Player of the Year
- ♥ Heart & Hustle Award
- 👏 Coach of the Year
- ★ All-Conference Team
- 👑 Diamond Legacy Award

4 Expert Panels ◆ Keynote Speaker ◆ Networking Lunch ◆ Sponsor Expo ◆ Red Carpet ◆ Live DJ

AUDIENCE & DEMOGRAPHICS

WHO ATTENDS

150–200

16U & 18U Players

The next generation of softball talent

100–150

Parents & Family

Decision-makers with spending power

30–50

Coaches

Influencers who shape the game

8–10

College Programs

Recruiters scouting talent

SPENDING POWER

Travel softball families spend **\$5,000 – \$15,000/year** on softball-related expenses

COMMUNITY

Highly engaged, loyal community — word-of-mouth driven with strong family ties

SPONSORSHIP TIERS

TIER 1

TITLE SPONSOR

\$10,000

1 Available

- ◆ Name in event title
- ◆ Logo on ALL materials
- ◆ 10 VIP tickets
- ◆ Present 1 award on stage
- ◆ 10 social media posts

TIER 2

PRESENTING SPONSOR

\$5,000

2 Available

- ◆ "Presented by" on materials
- ◆ Logo on stage + banners
- ◆ 5 VIP tickets
- ◆ 5 social media posts

TIER 3

CATEGORY SPONSOR

\$1,500

8 Available

- ◆ Name on specific award
- ◆ Logo in program + website
- ◆ 2 VIP tickets
- ◆ 3 social media posts

TIER 4

PANEL SPONSOR

\$1,000

4 Available

- ◆ "Sponsored by [Brand]"
- ◆ Logo in program
- ◆ 1 VIP ticket

OTHER OPPORTUNITIES

📅 Lunch Sponsor — **\$2,000** 🛍️ Swag Bag — **\$2,500** 🎟️ Red Carpet — **\$2,000** 📄 Program Ad — **\$500**

ROI FOR SPONSORS

Sponsoring LISCA is more than logo placement — it's a strategic investment in brand awareness, community connection, and audience engagement.

BRAND EXPOSURE

1,000+ attendees plus extensive social media reach across Long Island's softball community.

TARGET DEMOGRAPHIC

Sports-focused families with disposable income — exactly the audience premium brands want.

CONTENT CREATION

Photos, videos, and social posts generated from the event provide ongoing marketing assets.

YEAR-ROUND VISIBILITY

Logo placement on website, nomination page, and voting page — visibility doesn't end at the event.

COMMUNITY GOODWILL

Support girls sports and education. Build authentic brand loyalty in the LI community.

TAX DEDUCTIBLE

As an educational conference, sponsorship costs may be tax-deductible for your business.

MARKETING REACH



15+

Travel Organizations

Direct email outreach to LI travel softball organizations



100+

High Schools

Athletic directors across Suffolk & Nassau counties



8+

College Programs

Division I, II, and III softball programs



Social Media

6-8 week Instagram & Facebook campaign targeting LI softball

50,000+

ESTIMATED SOCIAL MEDIA IMPRESSIONS

10,000+

VOTING PAGE VISITS

The nomination & voting process creates **months of digital engagement** — giving sponsors visibility long before event day. Featured coverage in [Newsday](#), [Patch](#), and local outlets.



LET'S MAKE HISTORY TOGETHER

Be the first sponsor of Long Island's premier
softball conference and awards event.

CONTACT US

✉ info@lisoftballconference.com

PRESENTED BY



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