



KANSAS CITY
DIAMONDS

FAN DEMOGRAPHICS

*CHILDREN NOT INCLUDED AS THEY DO NOT BUY TIX AT GAME

*AGES 10 AND UNDER ONE OF HIGHEST DEMOGRAPHICS

GENDER

67% FEMALE

31% MALE

2% N/A

LOCATION

TOP 5 SPOTS FANS CAME FROM:

**KCMO, OVERLAND PARK,
OLATHE, KCK, LEE'S SUMMIT**

**NEXT 5 AREAS INCLUDE TOPEKA,
INDEPENDENCE, BLUE SPRINGS,
SHAWNEE & ST. JOSEPH**

AGE

AGE 13-17 - 6%

AGE 18-24 - 16%

AGE 25-34 - 25%

AGE 35-44 - 28%

AGE 45-54 - 16%

AGE 55-64 - 7%

AGE 65+ - 2%

**DIAMONDS HOSTED FANS FROM
ARIZONA, FLORIDA, AND OTHER
SOFTBALL FANS AROUND THE WORLD!**

**I DROVE
1,182 MILES
TO BE HERE!**

**AGES 25-44 MAKE UP
52% OF FANBASE**



TOUCHPOINTS



Facebook followers: 22,000



Instagram followers: 11,000

40,000+ fans attended Diamonds games in the first season

Thousands came from around the midwest and country

DIAMONDS 2027 VIDEO



LOOKING AHEAD TO >>> 2027

- >>> Two new teams in the PSL (Chattanooga and St. Louis)
- >>> Returning Diamonds roster plus new additions
- >>> Season schedule May through July - August playoffs in KC!
- >>> Elevated year 2 promotions, themed games, interactions and more!





SPONSORSHIP OPPORTUNITIES



ACTIVATIONS



Diamonds home games provide a great opportunity to interact with loyal fans, showcase your brand, hand out goodies, and connect face to face with consumers.



IN-GAME FEATURES

Highlight your brand at Diamonds games through a wide range of creative touch points. Videoboard activations, commercials, inning break promotions, sponsored themed games and more.



2026 SEASON

KANSAS CITY

DIAMONDS

PLAYER OF THE GAME



ALLIE SKAGGS

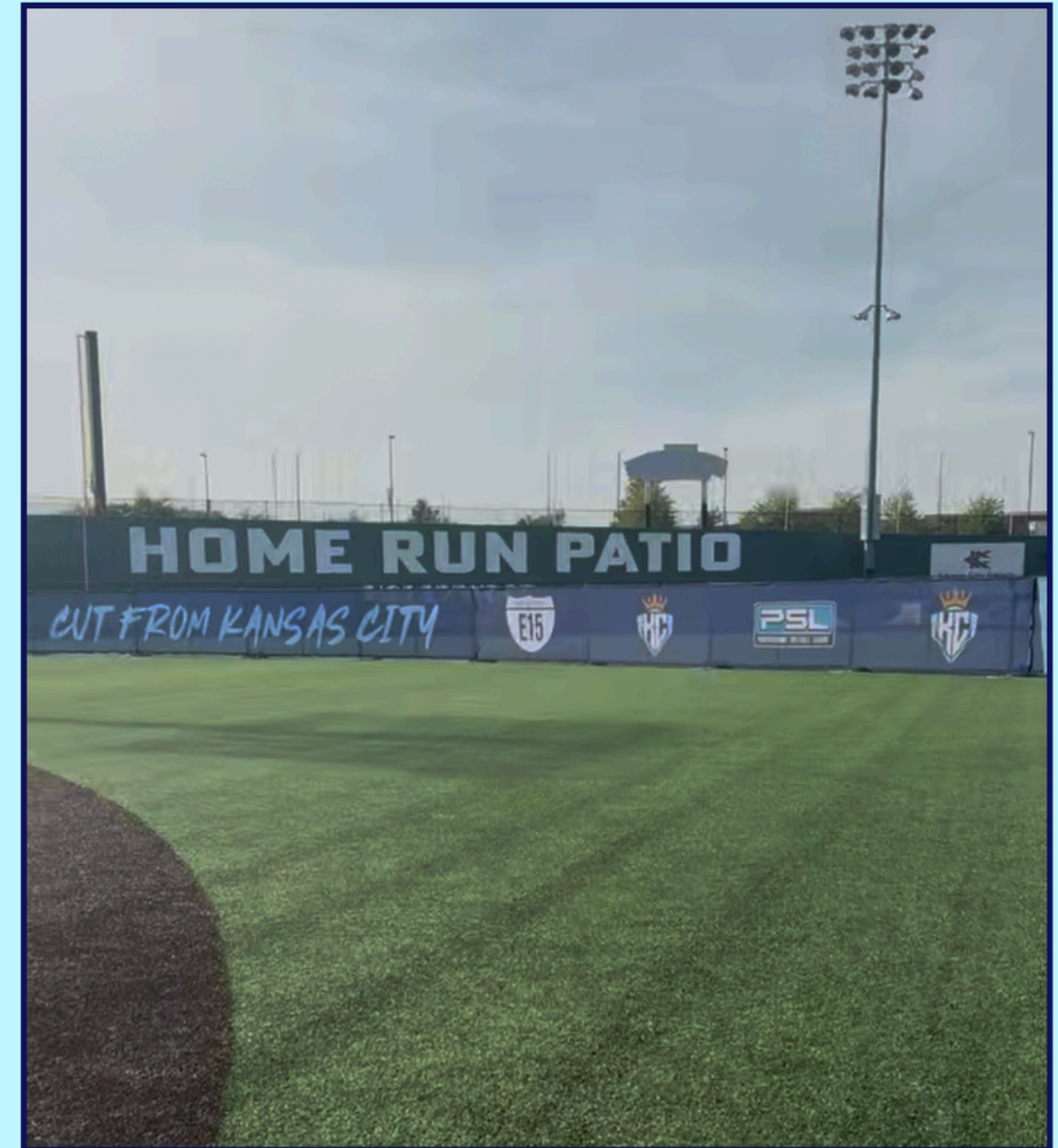
INFIELDER | #99

PRESENTED BY **JOSLINS**
JEWELRY



STADIUM SIGNAGE

Highlight your brand at Diamonds games through a wide range of creative touch points. Videoboard activations, commercials, inning break promotions, sponsored themed games and more.





DIAMONDS FOUNDATION



Get involved to support the youth and future Diamonds. Camps, leagues, events, player meet and greets and more are ways we are forging the connection between the past, current and future of the KC Diamonds.





SOCIAL MEDIA

Reach Diamonds fans on gameday at Legends Stadium and 24/7 through Diamonds social media channels.

Sponsor announcements, promotions, giveaways, player appearances and more are ways to connect your brand with Diamonds fans in a creative way online.



GIVEAWAYS

Take advantage of thousands of fans in one place and hand out a special giveaway item to fans presented by your brand.

Sponsored Diamonds magnet schedules, posters, souvenir softballs, and anything else you can imagine!





COMMUNITY EVENTS

Bring Diamonds players, staff and fans to YOU!

**Meet and greets, player signings, fan gatherings,
restaurant invites are all ways Diamonds players and
fans can get out into the community and interact with
your business.**



KCSN
SPORTS & SHENANIGANS
with *Emily Sutter*
LIVE RECORDING
WEDNESDAY, JULY 22 | 3 PM CT
FEATURING INTERVIEWS WITH
 **HOPE VALDESPINO** PITCHER
 **AUTUMN OWEN** UTILITY
 **ATHLETE MEET & GREET**
HOPE VALDESPINO | AUTUMN OWEN
4 PM - 5 PM
LIMIT ONE REQUEST PER PERSON.
PLAYERS WILL SIGN THE OFFICIAL KC DIAMONDS
PLAYER AND PROBABLE PITCHER'S BOX OF OVER.
AT **DICK'S HOUSE OF SPORT**
LEAWOOD, KS
WHERE WOMEN'S SPORTS & POP CULTURE COLLIDE





TV/STREAM BROADCAST

**Showcase your brand on
the Diamonds
stream/broadcast.**

**Logo bugs, commercials,
branded replays, inning
break sponsors and more.**





THEME NIGHTS



Sponsor a Diamonds home game and have the entire evening revolved around your brand. The theme of the game can match your branded promotion to give your businesses' game the ultimate partnership feel



PLAYER AMBASSADORS

**Showcase your products and
brand directly through the
Diamonds players.**

**Photos, commercials, player
appearances, social promos
and product in hand!**





There are endless ways to partner with the Diamonds and take part in a growing Kansas City professional women's sports franchise.

If you are interested in learning more or chatting, reach out today!

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