



WHY SPONSOR THE BIRMINGHAM IRON?

ALIGN YOUR BRAND WITH THE
FASTEST GROWING OPPORTUNITY IN SPORTS

Women's sports have never had more momentum. Attendance, media coverage, streaming audiences, and corporate investment continue to grow at record levels. By partnering with the Birmingham IRON, your company becomes part of Birmingham's first professional softball team while reaching families, athletes, and consumers throughout the Southeast.



30 LEAGUE GAMES + INTERNATIONAL PLAY 

★ 15 HOME GAMES • TOTAL 30+ GAMES • ★

Competing at home, across the U.S., and internationally – expanding your brand's reach far beyond Birmingham.

1 REACH A LOYAL FAMILY AUDIENCE



- Families
- Youth athletes
- Coaches
- Businesses
- Community leaders
- Sports enthusiasts

Your sponsorship puts your brand in front of thousands of highly engaged consumers throughout the season.

2 COMMUNITY VISIBILITY



The Birmingham IRON is more than a sports team—we're a community partner. Your sponsorship helps support:

- ✓ Youth softball clinics
- ✓ School appearances
- ✓ Reading programs
- ✓ Military Appreciation Night
- ✓ First Responder Night
- ✓ Teacher Appreciation Night
- ✓ Community outreach events

Your company will be recognized as helping grow opportunities for women and young athletes across Alabama.

3 AFFORDABLE MARKETING WITH YEAR-ROUND VALUE



Unlike traditional advertising that disappears after a few seconds, a partnership with the Birmingham IRON delivers ongoing visibility through:

- ✓ Home games
- ✓ Social media
- ✓ Website exposure
- ✓ Community events
- ✓ Team appearances
- ✓ Local media
- ✓ Regional streaming coverage
- ✓ Business networking opportunities

4 BRAND ASSOCIATION



Consumers increasingly choose companies that support:

- ✓ Women's sports
- ✓ Local communities
- ✓ Youth development
- ✓ Healthy lifestyles
- ✓ Positive family entertainment

A partnership with the Birmingham IRON demonstrates your commitment to those values.

5 REGIONAL & NATIONAL EXPOSURE



The Birmingham IRON competes against professional teams across multiple markets, creating opportunities for your brand to reach audiences beyond Birmingham.

Select games are expected to be streamed on the AWSN Network, expanding sponsor visibility through regional and national broadcasts.

AWSN
NETWORK

6 A POWERFUL RETURN ON INVESTMENT



Your sponsorship works far beyond game day. It provides:

- ✓ Brand awareness
- ✓ Customer engagement
- ✓ Business-to-business networking
- ✓ Community goodwill
- ✓ Employee pride
- ✓ Client entertainment opportunities
- ✓ Long-term marketing value



30+
PROFESSIONAL
GAMES EACH SEASON

- ★ 30 LEAGUE GAMES
- ★ INTERNATIONAL PLAY
- ★ 15 HOME GAMES

WHY THE BIRMINGHAM IRON?



Birmingham's first professional softball team



Professional Women's Softball League (PSL)



30 league games plus international play



15 home games each season



Affordable family entertainment



Regional and national exposure



Community-first organization



Strong youth engagement



Growing women's sports market



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JOIN THE FOUNDING PARTNERS

This is more than a sponsorship—it's an opportunity to become part of the foundation of professional women's softball in Birmingham.

Let's build something that lasts.

IRON SHARPENS IRON

