

Men's Senior Baseball League • Men's Adult Baseball League

LEAGUE SPONSORSHIP INFORMATION MANUAL



MSBL/MABL Founder/President, Steve Sigler, approached Rawlings in 1989 attending a meeting at their headquarters in St. Louis and proposing they become a national sponsor. From the beginning, Rawlings saw the opportunity presented to them and joined forces with MSBL/MABL. Mike Thompson, Vice President of team sales, stated "It's good for our business, but it is also good for baseball". Rawlings' Dan Olsen, Northeastern Regional Sales Manager, states "We do significant business with the MSBL. It's in our business interest to support the League, but we also admire and respect the MSBL. Steve Sigler has brought organization and class to the world of recreational baseball."



Steve Sigler approached Easton in 1989 also with the proposition of becoming a national sponsor. Like Rawlings, Easton immediately saw the benefits of aligning themselves with MSBL/MABL. Jim Darby, Easton's Senior Vice President of Promotions and Public Relations, states "The MSBL is a neat concept. There's been no way for the average guy to play baseball . . . We [at Easton] believe in supporting the game of baseball. The MSBL has demonstrated its viability and growth potential even in tough economic times. We have confidence in the leadership of Steve Sigler. Easton is committed to the long-term success of the MSBL."



In 1992, MSBL/MABL formed another alliance with Ringor, a leader in the baseball shoe industry. Beginning with their patents, through design, production and delivery, Ringor is a family-run business that dedicates itself to top quality and service. It produces only baseball equipment with great focus on and attention to one sport. These traditions and values foster a closely aligned partnership with MSBL/MABL. Fred Ihlenburg, Founder of Ringor, said "When we met Steve Sigler for the first time, we knew MSBL would be a success. The attention to detail and drive displayed by MSBL's founder told us Ringor had to be associated with the program."

Don't Go Soft, Play Hardball!

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MSBL / MABL

"Don't go soft, play hardball". Welcome to the Men's Senior Baseball League and Men's Adult Baseball League. The MSBL was founded in 1986 by Steve Sigler, of Jericho, NY. Sigler had not played organized hardball in over 20 years, but he rankled at the idea of being consigned forever to that congenial game with the potbellied, keg-at-third base image: softball. Sigler placed an ad in a local newspaper to see if there were other men "30 and over" who still yearned to throw the hardball. He got enough responses to stock four teams. From there, Sigler drew up rules for a "30 and Over" league and it was on its way, to a point where Long Island alone has more than 150 teams participating in it's current season.

Aside from a few rule changes in deference to aging bodies - e.g., courtesy runners for injured players, free defensive substitution, a 10-man minimum batting order - MSBL conforms to standard baseball rules, with major league-style uniforms, carefully kept statistics and the inevitable arguments over bad calls. Nine (9) inning games are played once a week, generally on Sundays. The league recognized that men are working and most have families, so there is no overkill.

Due to popular demand, MSBL also formed a division for players that are 18 and over, the Men's Adult Baseball League, which is enjoying equal success.

The purpose of the league is three-fold: to play hardball again, to play with individuals of our own age and to benefit the community. The common thread running through the league is the dedication of the players. The league would like to stress that the idea is not baseball v. softball, but baseball as an outlet for people who play softball because there is nothing else available. According to Sigler, "What we're doing is showing that there is an alternative to softball".

The MSBL has attracted a number of former major leaguers including Jim Barr, Jerry Reuss, Ron LeFlore and Brett Saberhagen, amongst others. In addition, MSBL has established a strong working relationship with The Prostate Cancer Foundation, a foundation established to find a cure for prostate cancer, and formed an alliance with USSSA Baseball, a 36 year old national youth organization with 400,000 members.

Men's Senior Baseball League has been featured in over 600 local radio, TV and newspaper accounts and has reached national prominence with major articles in Sports Illustrated, Sport, Baseball America, USA Today, Sporting News and US News and World Report with broadcasts on the Today Show and Good Morning America.

The league is open to all men 18 years and older. However, no ex-pro may play if he has been out of professional baseball less than three (3) years.

The Men's Senior Baseball League and the Men's Adult Baseball League are ideas whose time has come. Just because a person is 18, 28, 38, 48 or over, doesn't mean he desires playing baseball any less.

NATIONAL DEMOGRAPHIC PROFILE

AGE

18 to 49.....95%

ANNUAL INCOME

Over \$41,000.....68%

MARITAL STATUS

Married.....69%

EDUCATION

College
Graduates.....70%
Completed Graduate
School.....16%

OCCUPATION

Professional/Technical...33%
Business Owners.....30%
Managerial/Executive....21%

RESIDENCE

Northeast.....37%
Southeast.....16%
Midwest.....15%
West.....18%
Southwest.....13%

HOMEOWNERS

Own Residence.....73%

PLANNED PURCHASES

Batter's Gloves.....64%
Bats.....62%
Shoes/Cleats.....57%
Balls.....33%
Fielder's Gloves.....30%
Helmets.....18%

CONSUMER PROFILE

Have Cable TV.....81%
Drink Beer.....63%
Collect Memorabilia....43%
Take Vitamins Daily....43%
Purchase by Mail.....28%

SPORTS FOLLOWED

Football.....81%
Basketball.....61%
Hockey.....34%
Golf.....33%
Auto Racing.....12%

ACTIVE OTHER SPORTS

Golf.....54%
Weight Training.....46%
Jogging.....28%
Tennis.....20%
Swimming.....20%
Darts.....10%

HARDBALL MAGAZINE

READING

1 to 2 Hours.....43%
Over 2 Hours.....12%
RETAIN FOR REFERENCE
1 to 3 Months.....33%
3 Months to 1 Year.....24%
Over 1 Year.....31%

PASS ON TO OTHERS

Regularly.....41%

CREDIT CARD USE

Use Credit Cards.....87%
MC/Visa/Discover.....78%
Store/Oil Co./Etc.30%
AmEx/Diners Club.....28%

RENTAL CAR USE

Avis.....48%
Budget.....27%
Hertz.....24%
National11%

AIRLINE USE

American.....35%
US Air.....21%
Delta.....19%
United.....16%
Southwest.....10%
Northwest.....8%

HOTEL CHAIN USE

Holiday Inn.....34%
LaQuinta.....20%
Best Western.....16%
Ramada.....13%
Days Inn.....13%
Quality/Comfort.....13%

MEMBERSHIP GROWTH

1992 membership	20,000
1993 membership	26,000
1994 membership	30,000
1995 membership	33,000
1996 membership	36,000
1997 membership	38,000
1998 membership	40,000
1999 membership	42,000
2004 membership	48,000

Major League Marketing Opportunities Targeting Men 18 Years Old & Over and 28 Years Old & Over

Play ball with the MSBL

From 60 players in 1986 to 48,000 members in 325 major cities, the Men's Senior Baseball League has established itself as the premier amateur hardball venue for men 18 and over, 28 and over, 38 and over and 48 and over.

Entering its second decade, the league has established its credibility at an equally rapid pace. Featured in over 600 city newspapers, USA today, Sports Illustrated, the Today Show, Good Morning America and more, MSBL/MABL team rosters include former major league athletes, politicians, doctors, lawyers, local businessmen, and tradesmen all with a passion for the game of baseball. MSBL/MABL has also placed a full-page color advertisement in Sports Illustrated in February 1998 and 1999.

More than your average recreational sports league, the MSBL represents an effective marketing vehicle for manufacturers and retailers to tap into today's baby boom generation and the imagery of America's favorite pastime.

The MSBL is the fastest growing adult baseball organization in the country. By the year 2005, membership is projected to exceed 50,000.

Major Events

The MSBL World Series is recognized as the largest amateur baseball tournament in the world, growing from 38 teams in 1988 to over 360 teams. The tournament is played annually in late October, at the spring training facilities used by the major league teams in the greater Phoenix, AZ area.

In addition, the MSBL was chosen to be the sanctioning body for baseball for the NIKE World Masters Games held in Portland, Oregon in July, 1998. The event featured 25,000 of the premier 30 and over athletes in the world.

Along with the World Series, the MSBL/MABL hosts another major tournament, the Fall Classic, drawing 130 teams from Florida, Georgia, Alabama, Tennessee and other Northeast and Southeast leagues, as well as over 30 regional tournaments during the year, including Disney Sports Complex in Orlando and Las Vegas.

"We do significant business with the MSBL. It is in our business interest to support the League, but we also admire and respect the MSBL. Steve Sigler has brought organization and class to the world of recreational baseball."

**Dan Olsen
Regional Sales Manager
Rawlings Sporting Goods**

MSBL Members Represent Affluent, Active Lifestyle Consumers

MSBL/MABL players are not your typical out-of-shape, weekend warriors. They are serious athletes and active lifestyle consumers with a desire to achieve their utmost potential at work, home and at play. Representing the most affluent age bracket in U.S. history, the MSBL offers league sponsors direct access to business influences and household decision-makers. Consider this cursory look at the league's demographics:

Age:	18-49	95%
Annual Income:	Over \$41,000	68%
Marital Status:	Married	69%
Education:	College Graduates	70%
Homeowner:	Own Residence	73%
Occupation:	Professional	33%
	Business Owners	30%
	Exec./Management	21%

"We deal with a wide spectrum of governing bodies: NFL, Major League Baseball, etc. Given his resources, Steve Sigler does a better job than any of them."

**Mark Hochgesang
U.S. Sales Director
Nike, Inc.**

MSBL Members are Brand Loyal

Sporting goods manufacturers and league supporters Easton, Rawlings, and Ringor continue to enjoy the purchase power and brand loyalty of MSBL's 40,000-plus members and their families. The MSBL/MABL is launching an expanded marketing initiative to bring the same marketing power to the consumer goods category. With 69% of league members married and 73% owning their homes, the MSBL offers marketing executives an unusual opportunity to reach a message-receptive consumer group representing the most sophisticated segment of the US population. Smith Barney and Just for Men have acted as Title Sponsors for previous World Series events.

Recreational activities:

Golf	54%
Weight Training	46%
Jogging	28%

Regional breakdown:

Northeast	37%
Southeast	16%
Midwest	15%
West	18%
Southwest	13%

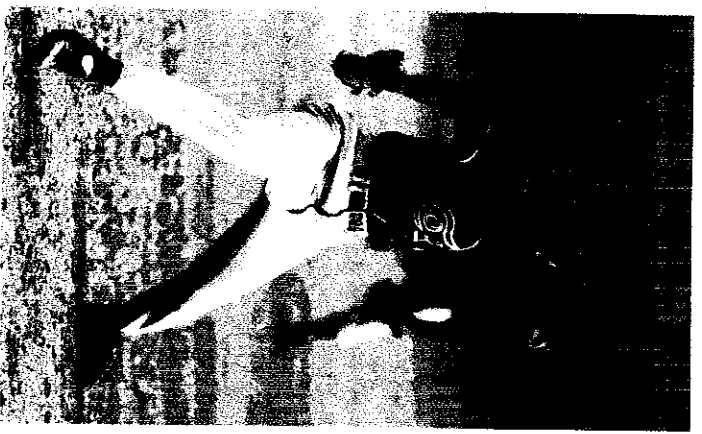
Consumer profile:

Subscribe to cable	81%
Drink beer	63%
Collect memorabilia	43%
Take vitamins daily	43%
Purchase by mail	28%

What is the Men's Senior Baseball League/Men's Adult Baseball League?

MSBL/MABL was founded in 1988 and is a national organization of baseball leagues for players of various skill levels and age divisions including 18+, 25+, 28+, 30+, 38+, 40+, and 50+*. MSBL/MABL has over 300 local affiliates, 3,300 teams and more than 45,000 members.

Members play in well-organized local leagues and have the opportunity to compete in a variety of in-state, regional, and national tournaments.



*Check with your local league for age divisions available in your area.



Now You Can Join!

Unlike other baseball leagues, MSBL/MABL is not geared toward the aspiring pro. Rather, it is designed to provide the serious amateur with the chance to play baseball for the rest of his life. Players are mostly weekend warriors who enjoy baseball too much to just watch or play softball. Membership in the MSBL/MABL often opens doors to new friendships and business contacts that go beyond the white lines and beyond the local community. That is why the Men's Senior/Adult Baseball League is the largest and fastest growing amateur baseball organization in the country.

Benefits You Enjoy as a Member of MSBL/MABL

- 20 or more local weekend baseball games in a sanctioned league
- Personal subscription to HardBall magazine
- Medical and Liability Insurance Available
- 25 Sponsored Regional Tournaments hosted annually in cities throughout the country
- 3 National Tournaments in Fall/Winter
 - Fall Classic, FL
 - World Series, AZ
 - Disney Holiday Classic, FL
- League/Team/Individual Statistics Program
- International Baseball/Travel Programs
- Discounts on all Rawlings and other sporting goods
- Numerous player discounts
- MSBL/MABL member I.D. card



What Do I Need to Play Baseball?

A glove, spikes, and a real desire to have fun playing the game for 20-25 Sundays out of the year are the most important requirements. After you are assigned to a team, you will need a uniform as well.

How Can I Join?

Simply request and complete a Player Application Form from your local league. You will be informed of their new-player workout, assigned to a team and soon you will be participating in your first practice!



For more information, contact your local league official (see below) or MSBL/MABL National Headquarters at:

Phone: 631-753-MSBL

E-Mail: info@msblnational.com

Website: www.msblnational.com

MSBL/MABL Tournaments

Annual National Tournaments

	<u>Location</u>	<u>Dates</u>
<i>Disney Holiday</i>	Florida	January
<i>World Series</i>	Arizona	Oct/Nov
<i>Fall Classic</i>	Florida	Oct/Nov

Annual Regional Tournaments

<i>Caribbean Classic</i>	Puerto Rico	February
<i>Kickoff Classic</i>	Las Vegas	March
<i>Memorial Day</i>	Las Vegas Georgia Pennsylvania California	May
<i>Mid-Summer Classic</i>	California Chicago Maine New York	July
<i>Kansas Tournament</i>	Kansas City	August
<i>Hiawatha Summer Slam</i>	Minnesota	August
<i>Labor Day</i>	New York Alabama California N/S Carolina Virginia Ohio Texas	Sept
<i>Fall Ball</i>	Maryland Pennsylvania	October

Want to Play Hardball?

Men's Adult & Men's Senior Baseball League

Is Looking for You!

