

SOUTH TEXAS'
LARGEST
INTERCONTINENTAL
TOURNAMENT



INTERNATIONAL SOFTBALL WORLD SERIES SPONSORSHIP PACKAGE

10 COUNTRIES 190 TEAMS 5 DAYS

JULY 16-20, 2025 | MCALLEN, TX



PROUD COMMUNITY PARTNERS



DEAR SPONSORS,

PONY International Softball, The Boys & Girls Club Of McAllen, and the great City of McAllen is proud to welcome national and international spectators and players to the city of Palms for 5 days of award-winning international softball! Spanning over 24 fields, the PONY International World Series is expected to welcome over 15,000 spectators and 190 teams from Puerto Rico, Bahamas, Philippines, Mexico, China, Netherlands, Panama, Nigeria, Curacao, and all across the United States! In fact, over 25 teams will be joining us from Mexico giving your brand unique bi-national attention!

Presented by the Boys & Girls Club of McAllen, and in partnership with Visit McAllen, and McAllen Parks & Recreation, the PONY Softball International World Series the following summarizes your brand exposure:

- **logo displayed at entrance and throughout four softball complexes!**
- **logo displayed on website with over 35,000 visitors!**
- **logo displayed at opening ceremony Jumbotron**
- **logo displayed on streaming bracket games**
- **logo displayed on social media platforms before and during tournament**

The attached Sponsorship Package outlines specific brand benefits included when becoming an event sponsor.

For more information on the tournament, visit www.ponysoftballworldseries.org. To secure your sponsorship any questions, contact Tricia Salinas (956)-682-5791 or via email: tsalinas@bgcmcallen.net. Please confirm sponsorship by June 1, 2025.

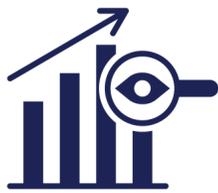
Gracias,
Dalinda Gonzalez-Alcantar, M.Ed
CEO, Boys & Girls Club of McAllen

2025 PONY SOFTBALL INTERNATIONAL WORLD SERIES



10
COUNTRIES

UNITED STATES | MEXICO | PHILIPPINES
PANAMA | NETHERLANDS | NIGERIA
CUARACO | BAHAMAS | PUERTO RICO | CHINA



250K
MEDIA IMPRESSIONS

SOCIAL MEDIA AND NEWS IMPRESSIONS



5K
SPECTATORS

WITH AN AVERAGE OF 2,000 DAILY
THROUGHOUT THE 5-DAY TOURNAMENT



2M
ECONOMIC IMPACT

REGIONAL ECONOMIC IMPACT



190
TOTAL TEAMS



BOYS & GIRLS CLUB
OF McALLEN

2025 PONY SOFTBALL INTERNATIONAL WORLD SERIES

SPONSORSHIP INCLUDES	TITLE SPONSOR	GRAND SLAM SPONSOR	HOME RUN SPONSOR	RBI SPONSOR	BASE HIT SPONSOR
	\$20,000	\$7,500	\$5,000	\$2,500	\$500
OPENING DAY BOOTH	✓	✓	✓	✓	✓
PROMOTIONAL ITEMS IN WELCOME BAG	✓	✓	✓	✓	✓
SPONSOR BOOTH	✓	✓	✓	✓	
SOCIAL MEDIA PRESENCE	✓	✓	✓	✓	
LOGO ON TSHIRTS	✓	✓	✓	✓	
LOGO ON BANNERS	✓	✓	✓	✓	
PROGRAM BRANDING	✓	✓	✓	✓	
SCREEN RECOGNITION	✓	✓	✓	✓	
BRANDING AT HOST HOTEL	✓	✓	✓		
VIDEO ON SCREEN AT OPENING CEREMONY	✓	✓			
STAGE RECOGNITION	✓	✓			
PRESS RELEASE	✓	✓			
PROMINENT LOGO PLACEMENT <small>OPENING CEREMONY STAGE OPENING CEREMONY PHOTO BOOTH WELCOME FENCE BANNERS AT ALL 3 COMPLEXES COACHES SOCIAL & TEAM CHECK ...</small>	✓				
LOGO ON ALL LIVE STREAMED GAMES	✓				
TWO MINUTE IN-PERSON WELCOME AT OPENING CEREMONY	✓				
CHAMPIONSHIP GAME NAME RECOGNITION <small>FOR ALL 6 DIVISIONS</small>	✓				
AWARDS CEREMONY RECOGNITION	✓				
MASCOT MEET & GREET	✓				

Sponsorship Level: Please confirm by June 1, 2025

_\$20,000 _\$7,500 _\$5,000 _\$2,500 _\$500

SIGNATURE: _____

Please mail checks to: Tricia Salinas - PO Box 577 McAllen, TX 78505

Make check payable to: Boys and Girls Club of McAllen

**For sponsorship information please contact Tricia Salinas at (956)-682-5791 or
tsalinas@bgcmcallen.net**



**BOYS & GIRLS CLUB
OF McALLEN**

PRESS

Not only will your brand be featured across the tournament grounds, our event receives regional and international press attention! From social media impressions, evening news, and live press presence throughout the event, here are a few links highlighting your brand's potential reach! Click on the links below for more!

[Channel 4 Evening News](#)

[The Monitor regional newspaper's , front cover news](#)

[Visit McAllen Press Release](#)

[Philippine News Agency](#)

[Texas Border Business](#)

[City of McAllen Live Press Conference](#)

[The Monitor, regional newspaper's photo gallery](#)

[RGVision Press Release](#)

www.bgcmcallen.net



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