

Braking News- Special Fundraising Issue

The Official Newsletter of the Stratford Brakettes/Junior Brakettes

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Without sponsor Brakettes future depends upon your generosity

The Stratford Brakettes women's fastpitch softball team has been the best kept secret in Connecticut for decades. Entering their 73rd consecutive season of competition as the world's longest-running club team, they are in need of your assistance. Without a major sponsor for several years, the Brakettes loyal fans and friends have done a yeoman's job keeping this legendary tradition alive and well. Brakettes, Inc., is a registered 501(c)(3) non-profit (#26-2706717) and all your contributions are tax deductible.

With the expansion of our program to include an 18-under Jr. Brakettes team and the overwhelming success of the Women's Major Softball National Championship tournament, which has been a permanent fixture each August in Town since 2009, it takes considerable financial support to fund the operation moving forward, as well as to meet the goals of our Mission Statement. Softball's exciting return to the Olympic Games in 2020 makes it even more imperative this iconic program continues to exist for young women who wish to pursue their dreams.

For a story to captivate your interest, you must know the 5 W's. Here they are!



1974 World Championships at Raybestos Field in Stratford, CT

BRACKETTES MISSION STATEMENT

We attract and recruit the finest players in the country with the objective of winning on the field of play and in our community. Through their play and community interactions, the Brakettes become role models who inspire, excite and educate young female athletes. Through their own experiences within our organization, Brakette players will themselves grow as individuals, furthering their career and education.

The Brakettes provide the opportunity for young softball players, youth groups, senior groups and disadvantaged groups to develop positive, personal relationships with the players, coaches and staff by attending games and specialized clinics.

The Brakettes are a tradition. We will uphold this tradition, established by those who've played before us, each and every day. We will honor and respect those Brakettes who have played before us.

We recognize the need to give back to the players who give so much to us; we strive to help them meet their needs, achieve their goals, and make them better players for when they return to their respective collegiate teams or pursue their careers.

WHO? – The Brakettes pride themselves on boasting a roster of the finest players in the country. They've started as young as Milford's 14-year-old Francis Spellman in 1947, to the legendary Hall of Fame pitcher Bertha Tickey, who retired at age 47 in 1967 by tossing a perfect game in her swan song.

WHAT? – The most respected, well-known, and chronicled team in the history of the sport, the Brakettes have won three World Championships (1974, 78, and 86) representing the United States and 36 national championships; they boast 23 National ASA Hall of Famers and 14 former players and managers who have participated in previous Olympic Games; they own a 72-year record of 3,895 wins against only 405 defeats to mention a few talking points. They've also raised thousands of dollars for charities; admitted youth

players into home games FREE since 1988; and served as excellent role models for girls; sponsored scholarships for over two decades; and have provided thousands of fans each year with wonderful memories.

WHERE? – The Brakettes display their unbelievable talents at Frank DeLuca Hall of Fame Field in south Stratford, their home since 1988. They formerly called Raybestos Memorial Field, located next to the adjacent and long-closed Raybestos- Manhattan, Inc. brake-lining plant in mid-town from 1947-1987. Since their origin the team has played in over 50 countries and 41 states in the continental United States. They also own the world record of 168 consecutive wins from 2010 to 2012.

WHEN? – Nearly every Thursday thru Sunday, from Memorial Day until early August, culminating with the Women’s Major Softball National Championship tournament, the Brakettes will be in action at DeLuca.

WHY? – Originally formed as a factory team at Raybestos-Manhattan, Inc., the Brakettes evolved into the best softball program in the world, thanks to the financial support of William S. Simpson, chairman of the board at Raybestos. His stewardship was passed onto F. Francis D’Addario of Bridgeport in 1985 before Raytech Corp. of Shelton, corporate headquarters of Raybestos in Crawfordsville, IN, stepped up from 1990-1995. Dave Carpenter of Westport then saved the team from extinction with his sponsorship through 2007 at which time Durham’s Pat Sanders, President of Hypack, Inc., of Middletown and father of a collegiate softball standout, provided the major funding through 2016. In the past three years the Brakettes have relied upon their fans and friends of softball to make it happen. **HOW?** – This is your opportunity to step up to the plate and become an instant hero of the Brakettes by participating in one of these programs: Primary sponsor of the WMS tournament (\$6,000-\$7,500); Adopt A Brakette (\$1,000); outfield fence sponsor banners (\$600 and \$750); 2nd annual Brakettes/Joan Joyce “Pitch & Putt” Golf Tournament tee-shirt sponsor (\$750), golf tournament entry fees (\$200 foursome, \$60 single entry), and Hole Sponsorship (\$50); Booster Club membership (\$60, \$80, and \$100 levels); Season and WMS program book ads (\$50-\$150); and just a regular donation. If you want the distinction of Brakettes All-Time Super Hero, overall team sponsorship with naming rights is also on the table. Just give Brakettes GM Bob Baird a call (203) 218-1066.



Fence Banners, Golf Tourney Hole Sponsorships are two Popular Ways to Advertise

All fundraising forms are located on the Brakettes website, www.brakettes.com. Forms for *Adopt A Brakette* and outfield fence banners (“Grand Slam” and “Hit A Home Run”) are found on the left side by clicking “Sponsorships and Advertising.”

Booster Club Membership (season pass) forms, the 2nd annual Joan Joyce “Pitch and Putt” Golf Tournament brochure and Holes Sponsor forms, as well as regular season and WMS program ad forms are located on the right side panel.



The 11th annual Women's Major Softball National Championship tournament will be staged July 31-August 4 at Stratford's Frank DeLuca Hall of Fame Field and the Short Beach Rec Complex. For the first time since it began in 2009, a 16-team field is anticipated, led by the defending champion Stratford Brakettes.

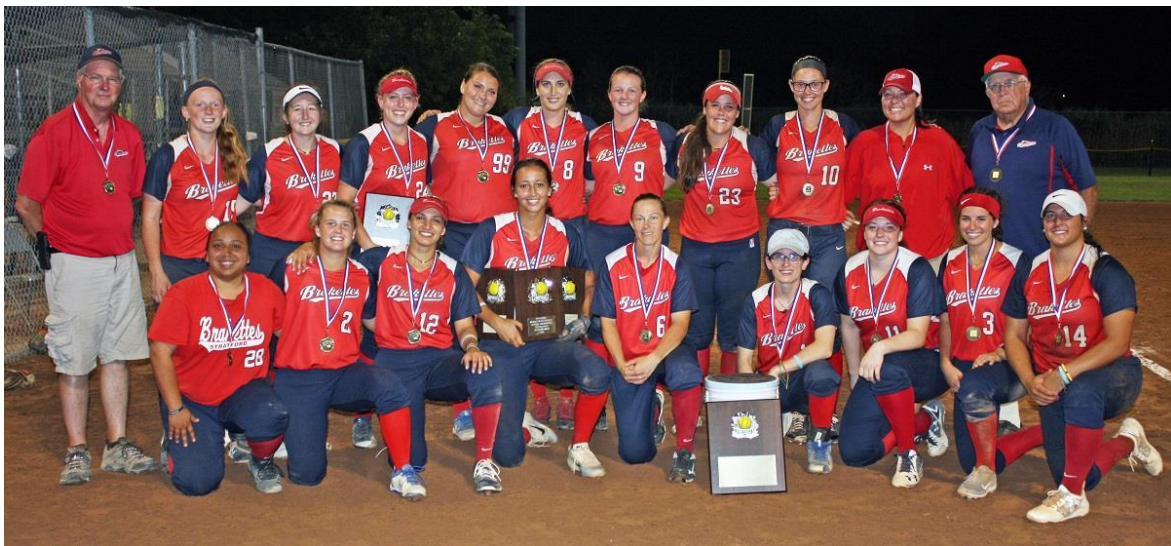
"Sponsoring such an event is a huge undertaking. In addition to providing rooms for the ten out-of-state teams, the cost of umpires, awards, team social, balls and staffing makes it necessary we find a primary sponsor, or several partial sponsors for the various elements of it," said Brakettes General Manager and WMS tournament director Bob Baird.

The tournament has been a huge success since its inception. The crowds are outstanding, the teams are talented, and the games are exciting, as evidenced by the 2018 tournament when the Brakettes came out of the loser's bracket to win three straight games on the final day, including a 15-7 and 7-3 sweep over the 2017 champion St. Louis Saints to prevail.

Here's what the primary WMS sponsor can expect to receive in turn for their help:

- Naming rights on all tournament signage, awards and publicity
- 100 WMS tournament passes

- 50 regular season passes
- Advertisement on the Brakettes website
- 30-second promos each game over PA system and video webcast
- Honorary bench coach with Brakettes during game of your choice
- Advertisement in regular season and WMS programs
- Your company kiosk throughout the WMS
- Throw out one of the first pitches on opening and closing nights
- Assist with awards presentation
- Fence banner in outfield the entire 2019 season
- TV interview on live video webcast
- Free clinic with youth team of your choice with entire Brakettes team during season
- Your advertisement on back side of Brakettes schedule cards (over 5,000 distributed)
- Reserved parking space for entire 2019 season
- Guest at the pre-tourney team social
- Your exclusive luxury box at the WMS



2018 WMS National Champion Stratford Brakettes

2019 STRATFORD BRAKETTES SEASON SCHEDULE

<u>DATE/DAY</u>	<u>OPPONENT</u>	<u>SITE</u>	<u>TIME</u>
<u>JUNE</u>			
1	Saturday	Lyons, PA, Spirit (2)	DeLuca Field 7:00 p.m.
2	Sunday	Lyons, PA, Spirit (2)	DeLuca Field 10:00 a.m.
8	Saturday	at Cornfield Classic (3)	Lyons, PA TBA
9	Sunday	at Cornfield Classic TBA	Lyons, PA TBA
13	Thursday	CT High School All-Stars (1- 9 inn.)	DeLuca Field 6:30 p.m.
14	Friday	Team Connecticut (2)	DeLuca Field 7:00 p.m.
15	Saturday	Tanner Pride, MA (2)	DeLuca Field 7:00 p.m.
16	Sunday	Tanner Pride, MA (2)	DeLuca Field TBA
20	Thursday	CT Eliminators (2)	DeLuca Field 7:00 p.m.
21	Friday	Ridgefield Rebels 23U (2)	DeLuca Field 7:00 p.m.
22	Saturday	XTreme Chaos (2)	DeLuca Field 7:00 p.m.
23	Sunday	Stratford Fire Dept. (1- 9 inn.)	DeLuca Field 6:00 p.m.
27	Thursday	Jr. Brakettes (2)	DeLuca Field 7:00 p.m.
28	Friday	Maryland Chill (2)	DeLuca Field 7:00 p.m.
29	Saturday	Maryland Chill (2)	DeLuca Field 7:00 p.m.
30	Sunday	Maryland Chill (1)	DeLuca Field 10: a.m.
<u>JULY</u>			
5	Friday	Jr. Brakettes (2)	DeLuca Field 7:00 p.m.
6	Saturday	New England Diamond Gems(2)	DeLuca Field 7:00 p.m.
7	Sunday	New England Diamond Gems(2)	DeLuca Field 10:00 a.m.
11	Thursday	Cheshire Wildcats (2)	DeLuca Field 7:00 p.m.
12	Friday	Stripes & Strikes (2)	DeLuca Field 7:00 p.m.
13	Saturday	Stripes & Strikes (2)	DeLuca Field 7:00 p.m.
14	Sunday	Concord Raiders, MA (2)	DeLuca Field 3:00 p.m.
18	Thursday	CT Eliminators (2)	DeLuca Field 7:00 p.m.
19	Friday	Polar Crush (2)	DeLuca Field 7:00 p.m.
20	Saturday	Micki Stratton Round Robin (3)	DeLuca Field
		v. Ridgefield Rebels 23U	DeLuca Field 9:30 a.m.
		v. NYC Havoc	DeLuca Field 6:30 p.m.
		v. Polar Crush, MA	DeLuca Field 8:00 p.m.
21	Sunday	Micki Stratton Round Robin (1)	DeLuca Field
		v. CT Eliminators	DeLuca Field 10:30 a.m.
21	Sunday	#Battle of Sexes V (1- 9 inn.)	New Britain Stadium 7:00 p.m.
		v. New Britain Bees	
26	Friday	at Allentown Patriettes (2)	Pates Park 7:00 p.m.
27	Saturday	at Lyons Spirit (2)	Lyons, PA 7:00 p.m.
28	Sunday	at Lyons Spirit (2)	Lyons, PA 10:00 a.m.
30	Tuesday	TBA (2)	DeLuca Field 6:30 p.m.
<u>AUGUST</u>			
1-4	Thurs./Sun.11 th Annual Women's Major Softball National Tournament at DeLuca/Short Beach		

Exhibition Game at New Britain Stadium against Atlantic League Professional Baseball Team