

XXX **PIRATES**
BASEBALL & SOFTBALL CLUB

CLUB
INFO
2024



Illustration: Yvonne Lugtenburg

PARTNERSHIPS

BASEBALL AND SOFTBALL IS

- Considered a top-5 sport worldwide
- Played at high level in The Netherlands
 - in top-8 of the baseball world ranking (WBCS)
 - in top-4 of the World Baseball Classic 2017
- An inclusive team sport at every level
- Inspiring, differentiating and cool
- Friendly and welcoming with a relaxed family atmosphere
- A sport with tradition and history



AMSTERDAM PIRATES IS ...

For everyone who loves baseball and softball. For young and old, for semi-professionals and amateurs, for men, women and all colors of the rainbow.

- One of the largest baseball and softball club in Europe.
- A club with **23** baseball teams and **6** softball teams.
- A club with **450** members.
- A club in the **top 5** of Europe.
- A club with a rich history, inspiring culture, and growing fanbase and media reach.
- Provides players for the Dutch National Baseball Teams.

PIRATES OF THE DIAMOND



PIRATES



OUR STORY

65 YEARS IN AMSTERDAM

In the winter of 1958 and 1959, a few members of the soccer club Rap, including Loek Loevendie and Jaap van der Zee, decided to set up a baseball department. On February 17, 1959, Rap baseball became a reality; exactly 65 years ago this year!

In the early years, only one team participated in the competition, but soon after a youth team was also formed. Loek Loevendie has been dedicated to youth training from the outset. By the mid-sixties, the first successes with the youth baseball team were achieved.

In the years that followed, many more regional, district, and national titles were won in both baseball and softball. Amsterdam Pirates is rightfully called the Ajax of baseball, due to its youth training program.

In 1973, the baseball and softball departments decided to separate from Rap and to continue as the independent association SV Amsterdam Pirates from 1974 onwards.

The seventies were a busy period for the club. A club in development. In 1981, the baseball team was promoted to the top league and a few years later, the softball team also promoted to the highest division. In 1987, the Amsterdam Pirates celebrated their first national championship.



Six more championship titles followed in 1990, 2008, 2011, 2019, 2021, and 2023. Meanwhile, the softball team was also making significant progress, winning the Europe Cup twice in a row in 1996 and 1997.

Several players from our own training program also succeed in securing professional contracts. Players like Rikkert Faneyte, Raymond Hofer, Tonny Cohen and Tom de Blok. In 1993, Rikkert was promoted to the Mayor League with the San Francisco Giants following former players like Wim Remmerswaal and Robert Eenhoorn who were born and raised in The Netherlands..

The turn of the century marks a new chapter in the rich history of Amsterdam Pirates. After the 2000 season, the association moved to Sportpark Ookmeer, where since 2001, games have been played on a beautiful complex with four fields, equipped with lighting. There's a splendid clubhouse with an indoor sports hall attached where training and games take place in the winter. Sadly, our founding father Loek Loevendie passed away in the midst of the COVID-19 pandemic in 2021.



FEBRUARY 2024

PIRATES

OUR FLAGSHIP

#PIRATES OF THE DIAMOND

After winning the championship titles in 1987, 1990, 2008 and 2011, the Amsterdam Pirates Baseball Team achieved the following recent successes:

- 2023 Dutch National League Champion “Lucky Day Holland Series”
- 2021 Dutch National League Champion “Holland Series”
- 2019 Dutch National League Champion “Holland series”
- 2016 European Champions Cup Champion



Coach Mervin Gario, together with his staff, has managed to craft this young group of players into a very powerful team. A group of men who thrive on focus, trust, fun, and positivity. Not only have baseball talent, knowledge, and skill been built here, but a powerhouse has been created. Yes, this team is absolutely worthy of the Pirates name once again. But more than that, this team inspires, motivates, connects, and shows just how incredibly beautiful the game of baseball is.

JOIN THE MOVEMENT! - Editorial Team Amsterdam Pirates

#KEEPPHAVINGFUN #BEPOSITIVE#FIGHTON #PIRATESOFTHEDIAMOND

**"THIS TEAM
JUST WON'T
GIVE UP."**

Kenny Berkenbosch
Baseball player - Amsterdam Pirates



DUTCH NATIONAL LEAGUES AND RECREATIONAL LEAGUES

PRIME TEAMS

- Heren 1 - Dutch National League
- Dames 1 - Dutch National League
- Heren 2 - 1st Division League
- Dames 2 - 1st Division League

OTHER TEAMS

- 9 Adult Teams
- 16 Youth Teams



BASEBALL

A GAME WITH CHARACTER

Baseball is one of the most played sports in the world. Over the last decade, the Netherlands has been able to compete globally with strong baseball nations from North and Central America, as well as Asia, such as Cuba, the United States, South Korea, and Japan.

Amsterdam Pirates traditionally provides multiple talents to the Dutch National Team, both from our top-tier selection and our youth teams. Talented young players also manage to attract attention from teams at American colleges every year.

Over the years, many Amsterdam Pirates players secured a professional contract with one of MLB organisations in the USA.

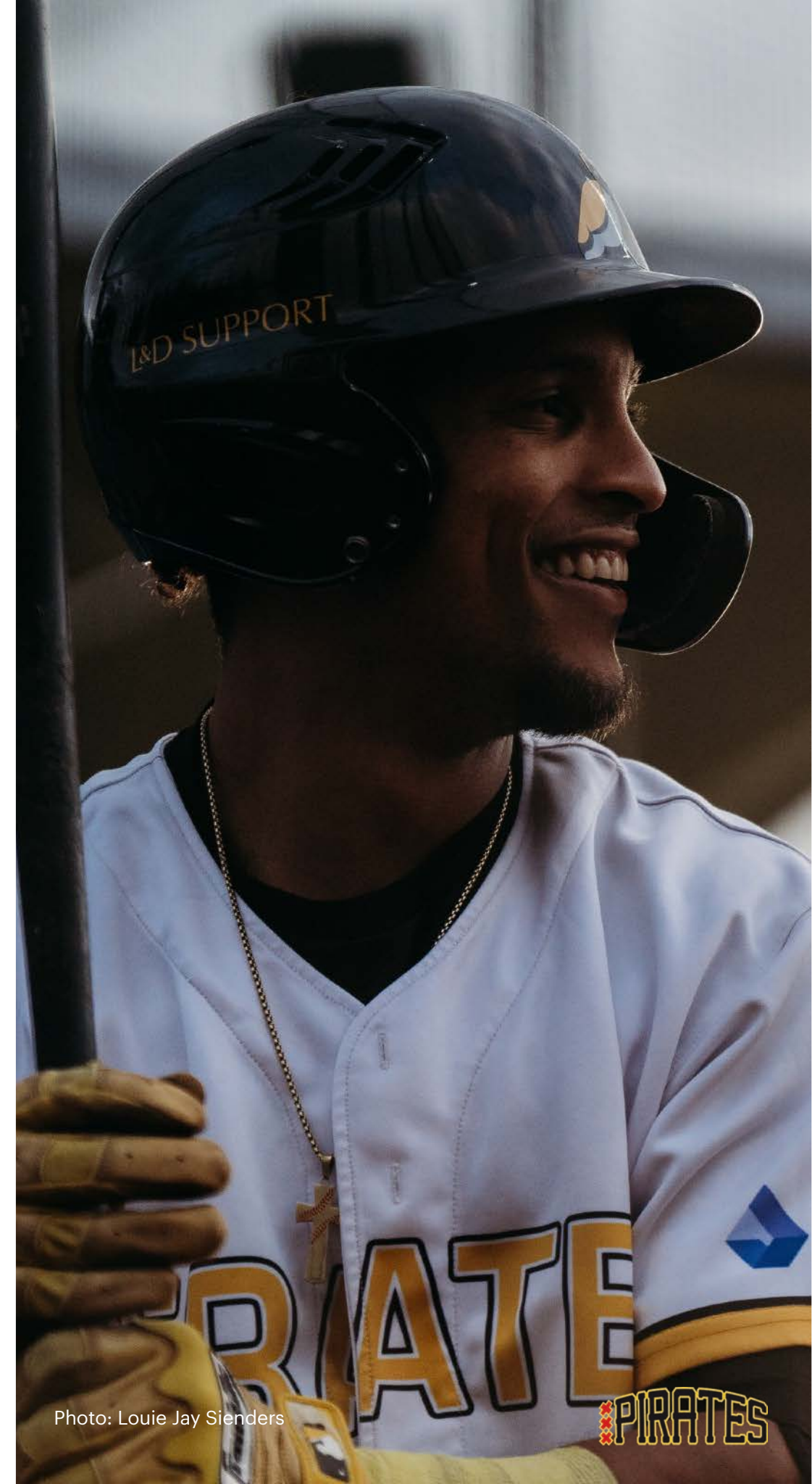




Photo: Louie Jay Sienders



PIRATES

SOFTBALL

ANYTHING BUT SOFT

Softball is similar to baseball but has some different regulations. For instance, pitching in softball is done underhand, the field is smaller, and the ball is slightly larger. However, the principle in both sports is the same.

At Amsterdam Pirates we offer both Fastpitch and Slowpitch Softball. The first variant is explosively fast and is played at the top level.

Slowpitch Softball focuses more on recreational level with adjusted rules to accommodate people of all ages.





YOUTH

BUILDING STRONG YOUTH, FOR A STRONG FUTURE

As mentioned before, Amsterdam Pirates makes a big annual effort to attract, develop, and retain youth players. This is important for the future of the club, the future of the sport, but above all, it's important for the youth themselves.

Inspired by 'Uncle Loek,' we continue each year with organizing good guidance, international tournaments, special holiday clinics, an academy, and fun sleepovers. And we're quite proud of that.





LOEK LOEVENDIE YOUTH FUND

A LITTLE EXTRA FOR OUR YOUTH ACTIVITIES

Amsterdam Pirates has set up the Loek Loevendie Youth Fund to provide members, parents, and donors with the opportunity to do something extra for the club. Funds raised for the Loek Loevendie Youth Fund are allocated for the youth of Amsterdam Pirates. It is managed by the Youth Committee of Amsterdam Pirates.

[MORE INFO](#)

FEBRUARY 2024

Loek Loevendie (1932 - 2021) was one of the founders of Amsterdam Pirates and a driving force behind the successful Youth Development Program of the club.

'Uncle Loek' could spend hours training and coaching youth players, especially in the younger age groups. It became his great passion and his great love. Training, coaching, and developing youth baseball players was his focus.

#PIRATES

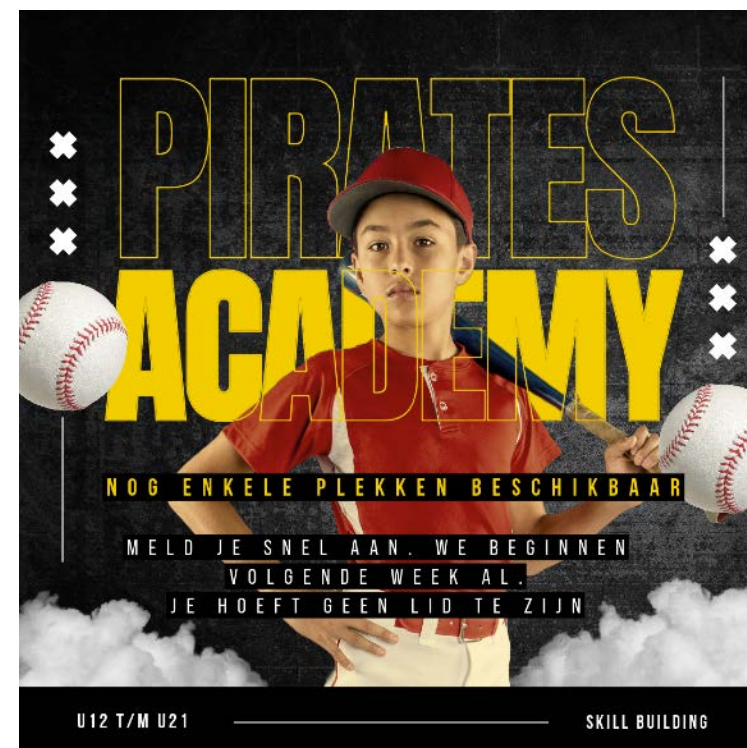
PIRATES ACADEMY

[MORE INFO](#)

FOR THOSE THAT WANT TO KEEP GOING POST SEASON



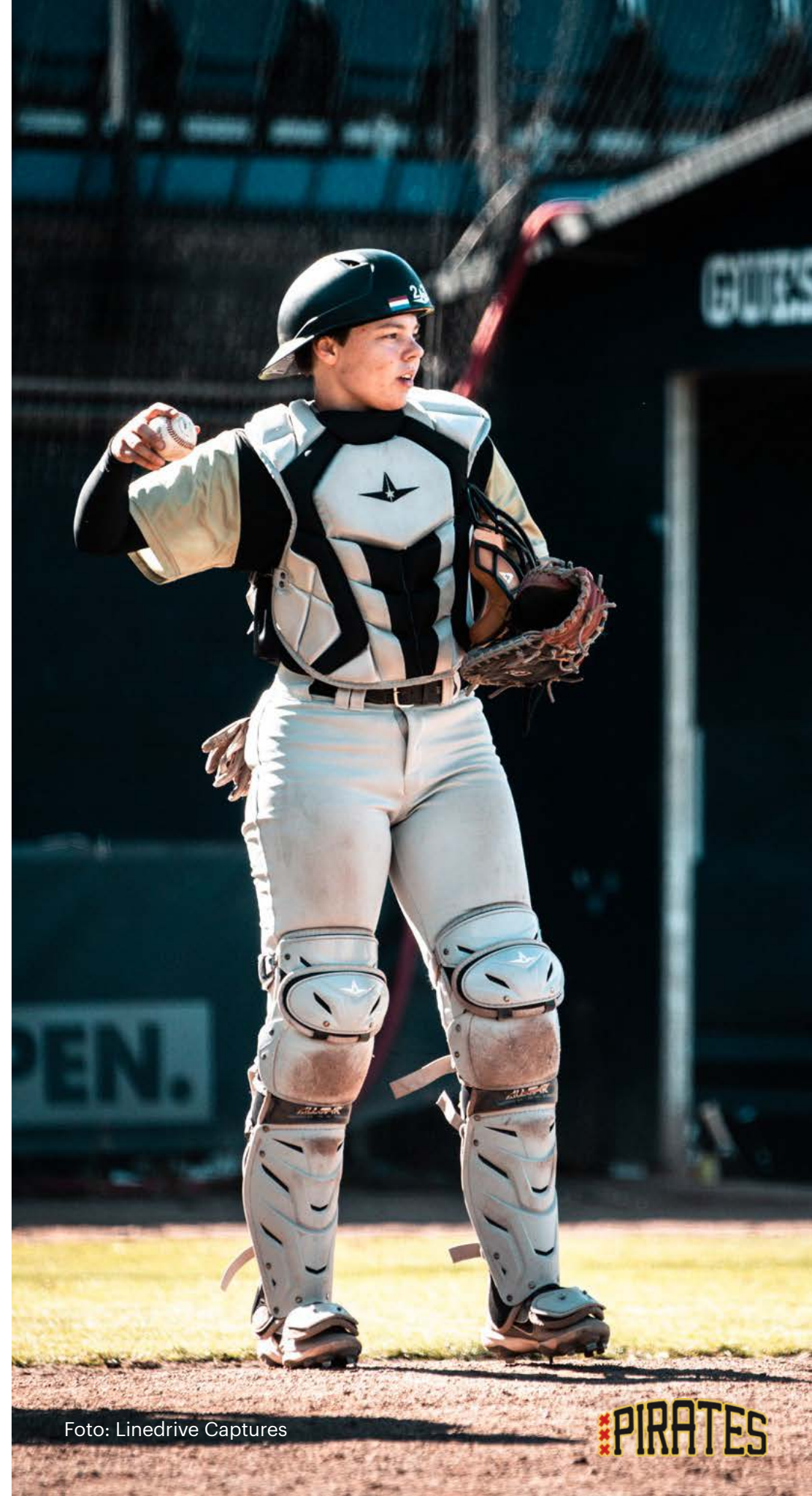
After the season ends in October, we immediately continue with the popular softball autumn school in the indoor facility for all softball youth from the area. You don't even need to be a member to join.



Similarly, for baseball players, additional training sessions are organised by the Pirates Academy. These sessions are available to anyone from U12 to U21 who is eager to develop their skills.

EQUALITY, DIVERSITY & INCLUSIVITY

- At Pirates females play alongside the male baseball players (which is quite remarkable), and on the other hand, we also have mixed gender softball teams.
- We are proud that our municipality has placed large, colorful progress flags at our premises. This clearly states that we welcome and respect all. Pirates supports all member and embraces a culture of equality, diversity and inclusion.
- Baseball and softball players have been of multicultural origin for decades, and this diversity is clearly visible on our field. It's a beautiful mix of cultures and backgrounds where everyone shares a passion for the game.





SUSTAINABILITY & INNOVATION

LEADING SPORTS CLUB IN SUSTAINABILITY IN AMSTERDAM AND THE SURROUNDING AREA

- Installation of solar panels generating 92,000 kWh on the entire roof of the sports complex
- Newest LED lighting for the main field with significantly reduced power consumption
- Geothermal heating system -50 kWh via heat pipes- and Gas-free clubhouse
- Water-saving toilets
- No plastic disposable items

FEBRUARY 2024



SENSE OF BELONGING

WE DO NOT JUST CREATE BETTER PLAYERS.
WE ALSO HOPE TO MAKE BETTER PEOPLE

Just like food and meal times, sports is a fantastic way to bring people together. It's about doing something together, enjoying what you love, supporting each other, and overcoming challenges as a team.

We believe that this bonding element makes our club and teams powerful. People need to feel included, so they can feel safe and feel seen.

The meaning attached to the name on the shirt says something about the person wearing it, about who they want to be and how they want to be seen by others.





Foto: 3x3 Fotografie



A SECOND HOME

WITH VOLUNTEERS LIKE FAMILY

But the club is not just there for athletes. Amsterdam Pirates also offers a living room and a family (and a cat). A place where you can chat, find support, play cards, do your homework, work on projects together, or use your free time and knowledge to give back and engage in the most enjoyable sport there is.

[CONTACT](#)

[BECOME A VOLUNTEER](#)

FEBRUARY 2024



PIRATES

FANBASE

OUR AMBASSADORS

Amsterdam Pirates receives a lot of attention, partly due to its successful portfolio. Attention from members, fans, family, and friends, but also from outside the club and beyond the Dutch borders.

Last year, our 1st Baseball Team surprised and amazed the baseball community by becoming Dutch Champions again, despite starting the season as 'the underdog', due to many substitutions. The team was formed from young and developing players. An exceptional achievement.

Such remarkable achievements can only be accomplished when talent, fun, respect, character, hard work and trust come together. These accomplishments evoke emotions and have won the hearts of many supporters. As a result, our fanbase is rapidly growing. We aim to further expand this success with active fanbase initiatives and products.





Foto: Alfred Cop

CULTURE

UNITE, CONCUR AND HAVE FUN

To strengthen our identity and expand our community, we leverage our culture. A culture that translates our mission and goals from the boardroom to the forefront of our club in a way that resonates with our Amsterdam attitude and shows, 'this is how we belong!'

Our culture is where players, fans, and visitors come into contact with our club. It's where character, respect, determination, teamwork, and enjoyment become visible. It's a way in which these values take on meaning and invite participation.

#piratesofthediamond #keephavingfun #fighton

EMBRACE
**THE
PIRATE
IN YOU**

LAAT ONZE MANNEN
ZIEN DAT ZE NIET ALLEEN STAAN

24 / 26 / 27* AUG
WILD CARD GAMES

*indien nodig





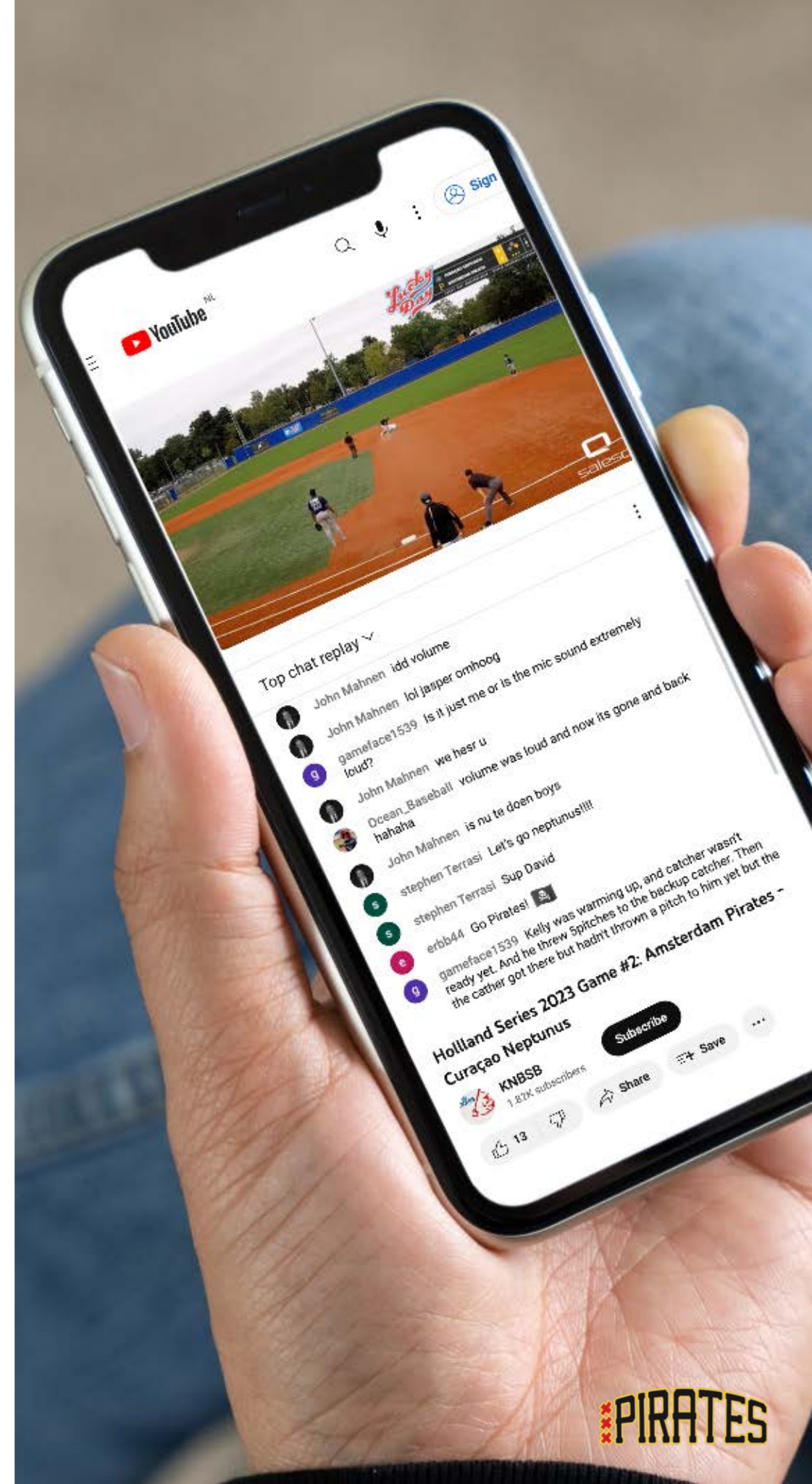
PIRATES

LIVESTREAMS

FOLLOW YOUR CLUB FROM ANYWHERE

Our premier league baseball games are always available live on YouTube. Last year, we enhanced the broadcasts of home games with commentary from our own American announcer, who passionately reports, provides explanations, and offers background information.

While other clubs simply show the static live stream, Amsterdam Pirates stands out by switching camera angles and offering its fans a more engaging experience. Needless to mention that this channel provides excellent advertising space. Our plans are to develop these services into a more interactive experience.





PIRATES

SOCIAL MEDIA

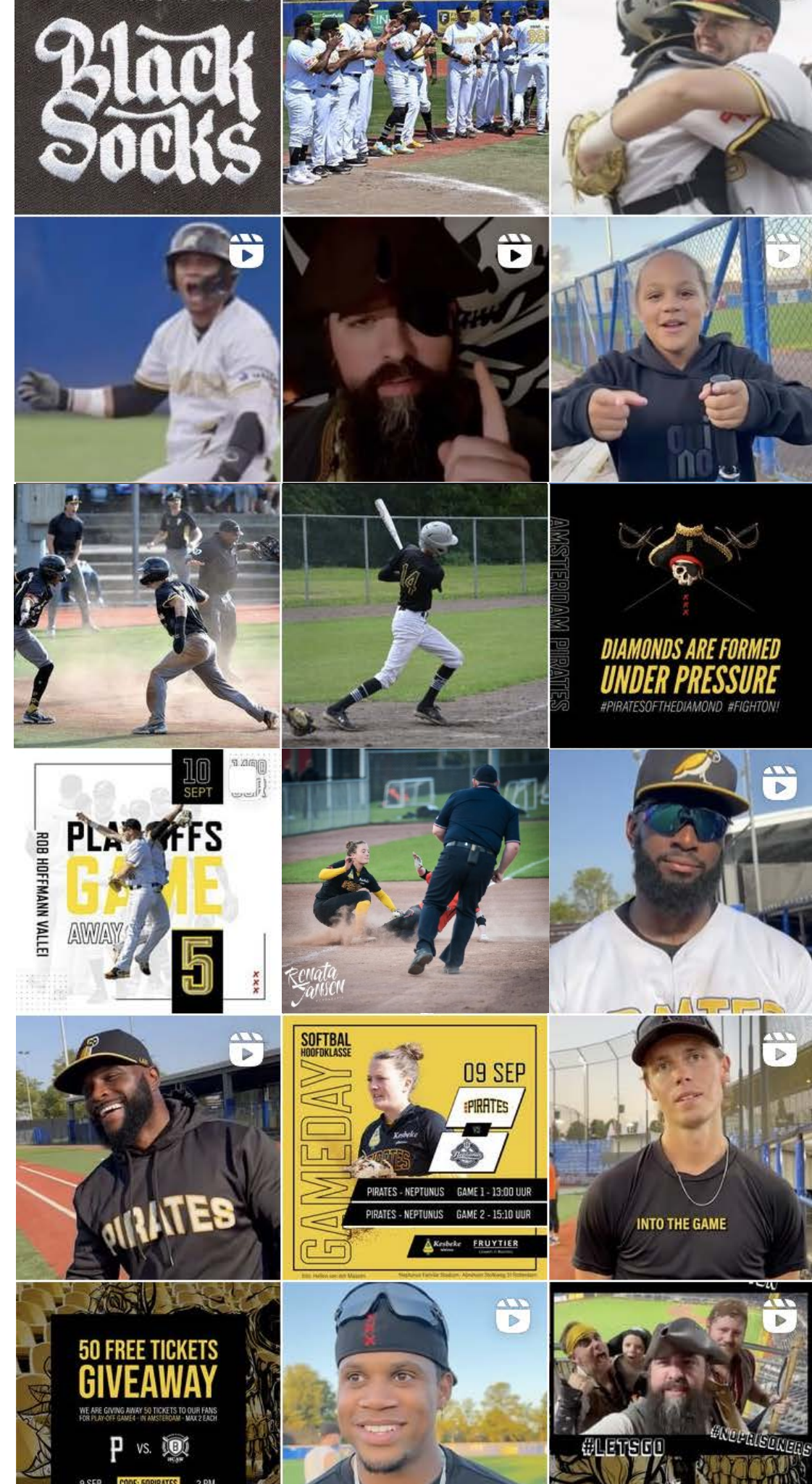


A GREAT WAY TO CONNECT WITH OUR MEMBERS, FANS, FOLLOWERS AND OTHER STAKEHOLDERS.

We utilize our media channels to tell our story, engage with our audience and bring them closer to the game and the players. We have have set the bar by making inspiring and visually appealing content. As a result our channels have received tremendous growth over the past year.

- Our Facebook and Instagram accounts combined, currently have 5,588 followers.
- Our best performing reels at the end of the 2023 season reached up to 4,500 views.
- Last summer, we reached 26,000 Facebook accounts and 8,000 Instagram accounts in one month.
- 30% of our followers are between the ages of 18-24, while 27% are between the ages of 25-34.

FEBRUARY 2024





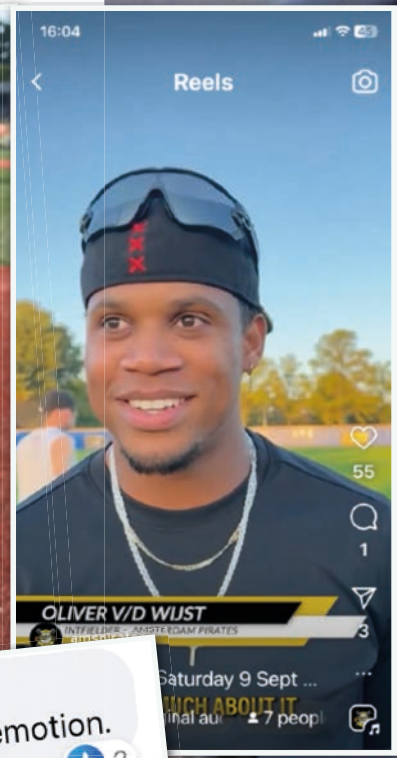
How are you getting ready for GAME 4?

Dan zit je dan met je goede gedrag, helemaal hyper. Ben de eerste die toegeeft dat ik dit nooit had verwacht. Na het afscheid van een aantal klasbakken en dito grote sponsor, werd er een team letterlijk aangetrokken met alleen maar jonge talenten, samen met 3 ervaren rotten. Daar moesten we het meedoen. Ik ben zelfs een flink aantal wedstrijden bewust niet gaan kijken. Een soort van statement want dit was in mijn ogen en veler Pirates onwaardig. Resultaten waren up en down, maar via de wandelgangen hoorde ik al dat het spel echt leuk en goed was... en zie wat er nu gebeurt? **Amsterdam Pirates** plaatst zich gewoon voor de Holland Series met een geweldige drive, passie en aanvallend spel.... wauw. Nu mogen de jochies het gaan uitvechten met de grootmacht uit 010.... En ik zeg. Zij zijn banger voor ons dan wij voor hen.... let's go Pirates



YES! AN OTHER WIN!

What question do you want to ask which Pirates player?



OLIVER V/D WIJST

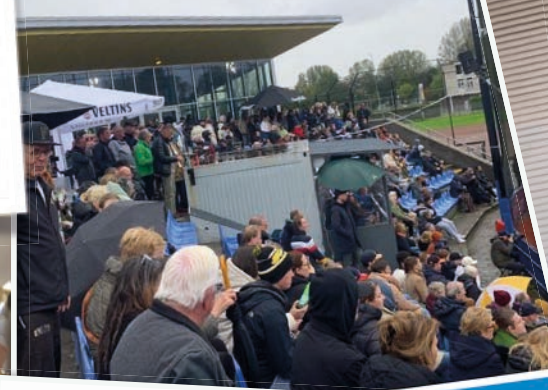
there's NO sport without crying. Sport equals emotion.



Dyshairo Zandvilet, van ons U12 team is opgenomen in de definitieve selectie van Team Kingdom of The Netherlands U12. Zij spelen van 5 t/m 9 juli het EK in Frankrijk.

Als buitenstaander zonder 'Amsterdams verleden' (WAT is dat eigenlijk?) vind ik deze stukjes fijn om te lezen. Beetje wedstrijd, beetje randgebeuren, het brengt me dicht bij deze club. Gewoon doorgaan graag!

@AMSPIRATES



#fighton



veilig geland!!!!

Case of beer is on me if you win today. Fight on!

Liked by david and 121 others
amspirates Alle supporters wederom enorm bedankt dat jullie zelfs met dit weer, met zovelen aanwezig waren.



ROELIE HENRIQUE

GAME 4. This Saturday 9 Sept ...
I WOULD REALLY LIKE US



Ik volg dit team nog maar kort, maar nu al veel respect voor de vechtlust, de onverstoorbaarheid en de discipline van alle spelers. Gefeliciteerd met de finaleplaats!

IN THE PRESS

INSPIRE OTHERS IS THE ULTIMATE WIN

Due to our stable strong name, intriguing gameplay, consistent supply of talented players, wide variety of teams, players, coaches, and our persistent position in the top 3, we receive attention.

Attention from local press such as Noord Holland, AT5, the Haarlemmer Courant, the KNBSB (the federation) and others. But also from major news channels during big matches, such as De Telegraaf, AD, Het Parool, De Volkskrant and the NOS.

Our 1st Baseball team was invited and honoured at the Sports Gala last year, and NOS Sport even dedicated hours of live broadcasting on TV Channel NPO 1, broadcasting our final match last season.





PIRATES

npb
LIVE



PIRATES

FEBRUARY 2024

PIRATES

PLANS FOR 2024

SUSTAINABILITY

- The energy we generate with solar panels during the day, is stored to be used in the evening for the LED lighting of our fields.
- We aim to make the transportation of our (select)teams, who travel both domestically and internationally, as sustainable as possible.
- We're replacing the outdated scoreboards with energy-efficient alternatives.
- We're replacing the lighting in the indoor hall with LED lighting.
- Renovation of field 3, including the dugouts.
- Renovation of field 4, including LED lighting.

PLANS FOR 2024

EXPOSURE

Last year, we made a strong effort of creating enticing content on our social media channels with the aim of increasing the visibility and attractiveness of our club. This was received with great enthusiasm and has already yielded good growth figures within just one season.

In the coming years, we will continue with this approach, and we have raised our ambitions even further. To ensure further success, we have the support of a brand strategist. This makes us the only baseball and softball club in The Netherlands that actively utilises the power of brand. This also ensures our partners' brands are in good hands.

CONTACT

PARTNERSHIPS

Sports clubs in The Netherlands rely on investments. Investments in time and knowledge from volunteers, as well as financial investments from municipalities and businesses. Therefore, we are seeking long-term partnerships with multiple partners to further shape our sustainable future.

Amsterdam Pirates is one of the largest clubs in Europe and plays a central role in Dutch baseball and softball. Initially, Pirates competes in the highest division of all categories of competitions and competes for top positions in baseball's top league, which often involves European competitions. Pirates has excellent facilities, utilized by National baseball and softball teams and a regional academy.

This provides us many opportunities to communicate our partnerships.

CONTACT



“SPONSORSHIP IS MORE THAN BLINDLY HANDING OVER A BAG OF MONEY” (Click below titles for our Partner interviews - in Dutch)

Sponsor Jop Fellingner: “Ik zie veel toekomst rondlopen op de club”

Amsterdamser krijg je het niet, Kesbeke als sponsor van de Pirates.

PARTNERSHIP PACKAGES

Sponsoritems	Head sponsor	Platinum Pick/mix €25.000,- €12.000,-	Gold MVP	Silver Slugger	Field of Dreams	Friend of the Club
Amounts per year	€50.000,-	€12.000,-	€3000,-	€1500,-	€350,-	€200,-
Priviledges		In overleg				
Amsterdam Pirates Souvenir Package (Hat + Flag)	x		x	x	x	x
Honouree invite start- & End of Season	x		x	x	x	x
Name on 'Friends of the Club' display	x		x	x	x	x
Free 2 (extra) entry tickets per (home)game					x	
Season tickets 2 pers.			x	x		
Season tickets 4 pers.	x					
Logo/Name						
Team uniform of 1 spec. recreational sport-team (Logo/Name on shirt)			x	x	x	
Training shirt of 1 spec. recreational sport-team (Logo/Name on shirt)			x	x	x	
Locker rooms Sponsoring			x	x		
Naamsponsoring 1 Specific Field			x			
Logo/Name 'Hoofdklasse' Teams						
Logo on Sleeve BB1 or SB1			x			
Logo on Home- and Away shirts BB1 or SB1 (front)	x					
Logo on Helmet BB1 or SB1	x					
Logo/Name on Backstop Banner (good visibility on BB Broadcasts)	x					
Banner 4 x 2 mtr. Field #1 Baseball (choice either/or)	x		x			
Banner 4 x 2 mtr. Field #3 Softball (choice either/or)	x		x			
Media						
Mentioning on Amsterdam Pirates website	x		x	x		
Logo/Name on E-mail Newsletters	x		x	x		
Logo/Name on recurring Social Media content** (e.g. Gameday banners)	x		x			
Tags in social media posts	x		x			
Rights to use Amsterdam Pirates Logo voor own publications online- and offline	x		x			
Ads on livestream broadcasts homegames (1000-1500 impressions per wedstrijd) Youtube, HonkbalSoftbalTV, Clips on Social Media	x		x			
Yearly 1 publication on Pirates channels with partner interview	x		x			
Ability to distribute promotional branded content via Pirates e-mail list and media channels**	x					
4x Promotional video content with partner brand used by Pirates***	x					
PR press release on main National baseball- en softball channels	x					
Events / Activities						
Amsterdam Pirates Business Club	x		x	x		
Trow First Pitch at Homegames	x		x			
25% discount on Business Baseball Clinic BP Sportscenter (e.g. Teambuilding)	x		x			

* Optional and TBD.

** Frequentie, position, graphics artwork etc. TBD.

*** Using existing resources/material/equipment.

BESTEL NIKS ZONDER SPONSORKLIKS

IDEAAL VOOR PARTICULIEREN SUPPORTERS

Did you know that as an individual, you can always support us anywhere and anytime, without any extra costs or hassle? From now on just make sure that you do your online shopping through the [SponsorKliks page of Amsterdam Pirates](#). It's very simple.

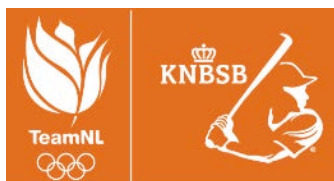
Webshops pay a commission for every order placed by a customer who comes through SponsorKliks.com. 75% of this commission is transferred to the bank account of Amsterdam Pirates. Whether you go directly to a website like Bol.com or you go through SponsorKliks.com to get to Bol's site, you pay the same price. Only in the latter case, [bol.com](#) will pay us a commission, and Amsterdam Pirates benefits directly from it.

Even major webshops like Coolblue, Booking, and Expedia participate. And once again, it doesn't cost you anything extra! Particularly big expenses such as insurance, vacations, etc., provide significant support to the club. It's a small effort for you, but it means direct income for Amsterdam Pirates. Our gratitude is immense.



[MORE INFO](#)

OTHER PARTNERS



Energy Transition Campus Amsterdam
Together with Shell

Event-sponsor European Championship Cup '23



TIN CAPITAL



A man in a pirate costume, including a black hat with gold trim and a gold chain, is smiling broadly and clapping his hands. He is surrounded by a crowd of people, some wearing baseball caps. The background is slightly blurred, suggesting an outdoor event.

CAN YOU HELP

BLOW SOME WIND
INTO OUR SAILS

IMAGINE WHAT TREASURY THE NEXT JOURNEY CAN BRING ...



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Wij hebben ons best gedaan het gebruikte beeldmateriaal te voorzien van credits/naamsvermelding van de beeldmakers/fotografen.
Indien jouw naam onterecht niet is vernoemd, neem dan gerust even contact met ons op, zodat wij dit kunnen rectificeren.