

Nike Makes an IMPACT with the NCBA

November 30, 2005

With the Fall coming to a close, the National Club Baseball Association has signed yet another highly regarded sports company to their sponsor list. It has been a phenomenal off-season for the NCBA with Nike, through Impact Sports, becoming the newest sponsor of the league. Nike will be the “Official Footwear, Performance Apparel, and Clothing Apparel” of the NCBA through the 2009 season. Nike’s number one dealer, Impact Sports, will be the “Official Supplier” of all three areas.

Jeff Handlen, National Sales Manager for Impact Sports, had this to say about the agreement. "We are very excited, and feel privileged to be associated and recognized as partners with the NCBA. We feel that our program, combined with the #1 recognized logo in the world, in Nike, will continue to contribute to the further success of the NCBA."

Nike, the largest sports and fitness company globally, was founded in Eugene, Oregon over 30 years ago by Phil Knight and Bill Bowerman. Nike has expanded from a shoe company to offering almost everything an athlete could need for practicing or playing sports. Their dedication to quality, style, and performance has made them the most recognized sports company in the world.

Impact Sports is a full service Nike apparel provider offering printing and embroidery on all of their products. They will be supplying Nike customized school apparel and footwear using order forms that take the hassle out of team apparel. All teams will be receiving a package proposal specific to their university. The packages will offer standard footwear, performance apparel, and clothing apparel packages as well as the ability to customize a specific package for your team preference. There will be great fundraising opportunities and incentive programs for the teams as well.

President of the NCBA, Sandy Sanderson commented on the new sponsorship. “I’m ecstatic to have Nike onboard as a supporter of the NCBA. It’s without question that they produce tremendous apparel and footwear products. Combined with the customer support and packaging options provided by Impact Sports, every team will be able to perform and look great before, during, and after the game.”

Teams can request a NIKE catalogue or begin the ordering process now by contacting **Tarek Saleh** of Impact Sports at **(800) 644-4481** or **(608) 220-5384 (cell)**. To learn more about Impact Sports visit their website at <http://www.teamimpactsports.com/NCBA/>.

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