



## **AMATEUR SOFTBALL ASSOCIATION • USA SOFTBALL**

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# **USA Softball Rebrand**

### **What is the purpose behind rebranding to USA Softball?**

With the game of softball continually developing, focusing on the USA Softball brand will showcase our organization to its fullest potential. People, sponsors and partners want to be associated with the best, and in the game of softball there is nothing better than USA Softball. We are the National Governing Body of Softball, however with a dual identity of ASA/USA Softball that status is often unclear. By transitioning to USA Softball, there will be no confusion on who we are. This transition will renew and refresh our public image and create an excitement that will funnel down all the way to the grassroots level. People want to identify with “USA”, to share in the patriotism and pride that being American represents. What better way to capture that audience than by having “USA Softball” as our identity?

### **What will rebranding mean for our organization?**

Rebranding to USA Softball will provide a clearer identity of who we are, what we do and what we embody. Since 1933, ASA/USA Softball has provided the best-of-the-best in softball for all levels and all ages. Uniting the softball community under the USA Softball umbrella leaves no room for interpretation on what our organization represents. Rebranding to USA Softball will help us align our brand with additional sponsors, who together can help us provide and deliver better benefits and programs to help grow the game across the U.S.

### **What does that mean for ASA Softball?**

We aren't changing who we are or the services and benefits we provide to the softball community. We're proud of the rich and storied history ASA Softball provides and ASA will continue to serve as the backbone of our organization. ASA Softball isn't going anywhere. We are simply refreshing and updating the look and feel to keep up with the fast paced nature of the younger generations and connect that USA spirit to an emerging generation.

### **What does that mean for my ASA Softball Umpire uniform?**

As one of the largest officiating organizations in the U.S., the ASA/USA Softball umpire program is nationally recognized as the best trained and proficient in softball. That legacy will continue through our rebrand to USA Softball while cementing that title. USA Softball umpires are the best in the game. With the rebrand comes new umpire uniforms. New, USA Softball umpire branded gear will begin to be phased in beginning in the 2017 season and will become the standard uniform for USA Softball umpires starting in 2019. The new USA Softball umpire gear will be available for purchase through OfficialGear.com, the sports officials' one-stop shop.



Member