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Isaac M. O'Bannon • Oct. 11, 2022



Credit: Pixabay User Pexels.

Sage, a provider of accounting, financial, HR and payroll technology for small and mid-sized businesses, is teaming up with **Major League Baseball** (MLB) in a multi-year sponsorship deal. This is the tech company's first sports partnership with an organization in North America. As part of the agreement:

- Sage will sponsor pitching decisions and manager interviews, providing fans insights into their decisions during games.

- Sage will support MLB's Diverse Business Partners (DBP) Program, supporting

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features on select televised and streamed games. This new sponsored broadcast feature will bring fresh insights and in-depth analysis around pitching to fans of all 30 Clubs during the regular season, Postseason and All-Star Week.

The Sage brand will appear across various media platforms covering games league-wide, including on Apple TV+, MLB Network and MLB.com, beginning with the 2023 regular season and including the introduction of "Pitcher Power Rankings Presented by Sage."

The 'Pitcher Power Rankings Presented by Sage' will appear across MLB digital, social, and linear channels, enabling fans to track pitcher performance across the season with rankings that feature real-time leaderboard updates.

Sage will also support MLB's Diverse Business Partners (DBP) Program, helping to find new opportunities and support business growth for minority-owned businesses across America. Major League Baseball continues to be an industry leader of economic inclusivity within professional sports through the DBP program. The program has cultivated new and existing partnerships with underrepresented businesses, including Black-owned, Latino/a-owned, Asian-owned, women-owned, veteran-owned, LGBTQ-owned and other underrepresented small businesses, to serve and supply MLB entities and MLB Clubs. Since the formation of this program in 1998, MLB and its Clubs have spent nearly \$2 billion with minority-owned businesses.

Noah Garden, MLB Chief Revenue Officer, said: "On behalf of Major League Baseball, I'm proud to welcome Sage to the Baseball Family. Sage is an industry-leader that shares our passions for data, innovation, and technology. These are key pillars for both our organizations, and we look forward to helping Sage grow its brand awareness in North America through a most creative integrated marketing campaign on our leading network of media platforms."

Cath Keers, Chief Marketing Officer at Sage, said, “Everyday at Sage, we’re working

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programs providing support and guidance to business owners and entrepreneurs from minority backgrounds. We are proud to partner with an organization that is just as passionate about driving change through insights.”

The landmark league sponsorship is a first for Sage North America, following the recent European sports partnership announcement between Sage and The Hundred cricket competition in England.

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