

## NCSA and DeMarini “Belt Out” a New Deal

The deal has just been finalized between the National Club Softball Association (NCSA) and DeMarini Sports that makes DeMarini the “Official Softball Bat of the NCSA.” After becoming a recognizable name nationwide through his ESPN hitting video, founder Ray DeMarini turned his focus to designing high-performance bats. While other producers provided the pros with the best bats and ordinary bats for the public, DeMarini offered his high-performance bats to pros and amateurs alike. Then, in 1993, DeMarini produced the Doublewall, the first multi-wall bat. Its giant “sweet spot” helped even average players to hit like the pros. This innovation was the spark that has raised DeMarini to the top. Even after losing Ray DeMarini to cancer in 2001, his company continues to produce cutting-edge bat technology to keep DeMarini as a dominant force. They do it with “Insane Dedication to Performance.”

“For many years the name DeMarini has been synonymous with softball as they’ve continuously produced some of the best bats on the market,” says CollClubSports President Sandy Sanderson. “I’m excited that we’ve been able to bring this long-time NCBA partner of ours over to the NCSA to help make these bats available to our softball members at exceptional prices!”

As part of the agreement that named DeMarini the “Official Softball Bat of the NCSA,” the NCSA has also become an authorized DeMarini bat dealer. This enables the NCSA to offer teams the best pricing possible directly through the NCSA. Individual orders can be placed at these exclusive NCSA prices by contacting Chris Girardi at the NCSA office. He can be reached at [Chris.Girardi@CollClubSports.com](mailto:Chris.Girardi@CollClubSports.com) and at 412-321-8440 extension 102.



Global Business Director of DeMarini Bats Pat Ryan had this to say about the new deal: "We are very excited to be expanding our relationship with the NCSA. DeMarini admires the efforts these club sport athletes put in to form a successful team and we are proud to see them take to the field with our products. We are pleased to have teamed up with such a tremendous organization."

