



Berlin Little League

www.berlinlittleleague.org

P.O. Box 514, Berlin, MD 21811

Dear Friends of Berlin Little League,

The New Year has arrived and we are beginning our plans for the upcoming season of little league baseball & softball. Our dedicated board of volunteers is already busy laying the foundation for another successful season for the youth of Berlin. Last year, BLL had 5 District Champions advance to the state level tournaments, of which 2 teams were crowned MD State Champions. Our Minor League softball team made history by winning Berlin Little League's first ever softball district title.

Berlin Little League has been a chartered program of Little League International and a staple of this community since 1963. Berlin Little League has hundreds of kids that go through its program annually ... and we are growing each year! This past year, we had over 500 boys and girls ages 4-16 play baseball & softball in our program, which was our biggest season yet. The league has had great success for many years due to the generous financial support of our local community.

We also participate in and host district tournaments that will allow your advertising dollars to reach many people. Being a Berlin Little League Sponsor is a great way to display your leadership position within the local community while gaining advertising exposure. Donations and sponsorships provide the needed funds to help subsidize registration costs, purchase needed equipment, maintain our fields, and offset other operating expenses.

We sincerely hope that you will 'step up to the plate' by joining the BLL Team and contributing to youth activities within our community for the 2018 season. We are offering multiple sponsorship levels for this upcoming season (please see attached Sponsorship Form) that allow you the chance to choose the level of support that you are most comfortable with. Of course, you will receive a thank you letter acknowledging your commitment to the youth of Berlin suitable for tax purposes. Berlin Little League is recognized as a 501(c)3 charitable organization and your donation is tax deductible to the fullest extent permitted by U.S. tax laws and regulations.

We thank you for your support of our league. Please call us if you have any questions or need further information.

Sincerely,

Nornie

Norman "Nornie" Bunting Jr.
President of Berlin Little League
(410) 251-0201 – Cell

Jocelyn

Jocelyn Snelsire
Sponsorship Chairperson
(443) 614-3933 – Cell

Berlin Little League Sponsorship Levels

Billboard Advertising Packages - All Sponsorships will include website recognition and link.

Single - \$300

Location: Outfield fence

Includes: Two billboards – one placed on both T-Ball & Rookie outfield fences

Double - \$325

Location: Outfield fence of Fields A, B, or D

Includes: Two Billboards placed on two different outfield fences (A, B or D)

Triple - \$350 (**most popular**)

Location: Outfield fence of Field A, B or D **and** Walkways to Concessions

Includes: Two Billboards; one on an outfield fence (A, B, or D) and one along the main walkway.

Home Run - \$375 (**highest traffic**)

Location: *Outfield fence of C Field* (championship field) and Concession Stand area

Includes: Two Billboards: one on C Field's outfield fence and one at the concession stand area. The concession stand is the heaviest traffic area at our complex and a great advertising spot.

Grand Slam - \$450 (**best value**)

Location: C Field and Concession Stand area, plus permanent 4"x8"engraved brick in new patio

Includes: Two Billboards: one billboard on C Field outfield fence, one at concession stand area, **and a permanent 4"x8" engraved brick to place on our concession stand patio walkway.**

Examples of what the billboard signs will look like:



Berlin Little League - Sponsorship Form

NAME / CONTACT _____

BUSINESS NAME _____

ADDRESS _____

E-MAIL _____

PHONE _____

Option One: Team Sponsors - Sponsors are needed to ensure that all players are outfitted with team uniforms. Your donation includes your company's name on a team's uniform and website recognition.

Option Two: Billboard Advertising - Custom billboards will be produced and hung on our fields outfield fences. Sponsorship levels, which describe location placement of your signs, are described on the back page. Included in all billboard advertising is your company name and logo. In addition we've upgraded our website which will include complete information for your company or business.

Option Three: Cash Donations – Cash donation are also being accepted to assist in funding our league. Our current project is installing lights on two of our fields, which will cost over \$150,000. For more information on this fundraising project, please see our website.

TEAM SPONSOR: Returning team sponsors will have first priority if paid by March 10th.

Yes, I would like to be a team sponsor for \$300. Sponsors will be matched with teams. If you have a particular player/team you would like to sponsor, we will do our best to make that happen. Please list any request here _____.

BILLBOARD ADVERTISING: Please see & complete the agreement on the back of this page

Yes, I would like to advertise. Please choose your level of sponsorship (see back of this form for a description of each level):

Sponsorship Level: Single Double Triple Homerun Grand Slam

CASH DONATION:

Yes, I would like to contribute to the Berlin Little League's general fund supporting operating expenses and future capital projects.

Enclosed is a cash donation of \$ _____

Berlin Little League –Billboard Advertising Agreement

Option Two: Billboard Advertising - Custom billboards will be produced and hung on our field fences. Instead of one 4x8 banner to hang in one location, we are now doing **two** 42” square hard plastic signs to hang on 2 fields or locations. Please see the other side of this form for a sample of what your sign would look like. These billboards are a great marketing tool for local businesses. With each package you choose, you will receive two signs to hang. Games are played six days a week on six fields, providing your business with instant name recognition. In addition to the billboard, your company will also be recognized on our website.

Berlin Little League Baseball thanks you for your support by advertising with us – Your billboard advertisement guidelines are as follows:

- 1) If this is your first year sponsoring BLL, please email your logo to berlinmdlittleleague@gmail.com. In the subject line, please type “billboard sponsor info”. We will then forward these to D3 Corp to produce your sign. We recommend your logo, phone number and website address only, as too much information will clutter your sign. Please email logo in a high resolution .jpg format.
- 2) Proofs will be e-mailed to you by D3Corp (our printer) prior to production for final approval. Berlin LL/ D3Corp will not print until your proof is approved.

***** We are not asking for any Billboard production costs (approximately \$250), but we are asking you for a commitment of advertising with us for the next three years.*****

THANK YOU!

Name

Date

Make all checks payable to & mail check with this agreement to:

**Berlin Little League
c/o Jocelyn Snelsire
5 Candytuft Lane
Berlin, MD 21811
Attn: Sponsorships**