



# Berlin Little League

[www.berlinlittleleague.org](http://www.berlinlittleleague.org)

P.O. Box 514, Berlin, MD 21811

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February 1, 2020

Dear Friends of Berlin Little League,

The Little League baseball & softball season is right around the corner! Our dedicated Board of volunteers are already busy laying the foundation for another successful season for the youth of Berlin. Last year, BLL, had 4 teams that were crowned MD State Champions: Our Minor baseball team, Intermediate baseball team, Major softball team, and our Junior League baseball team (who also won Regionals!). It was exciting to watch a lot of our teams compete on the ESPN family of networks!

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 600 boys and girls ages 4-16 play baseball & softball in our program and we look forward to reaching more kids in our community this season. 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 2020 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 an email acknowledging your commitment to the youth of Berlin. Berlin Little League is recognized as a 501(c)(3) charitable organization. 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

*Dawn and Nancy*

Dawn Clark and Nancy Ferguson  
Sponsorship Co-Chairs  
(410) 600-5955 – Cell (Dawn)  
(443) 994-0529- Cell (Nancy)

# Berlin Little League – 2020 Sponsorship Form

NAME / CONTACT \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

E-MAIL \_\_\_\_\_

PHONE \_\_\_\_\_

**Option One: Team Sponsors** –For any questions contact: Dawn Watkins, [dawn@dcwatkinscompany.com](mailto:dawn@dcwatkinscompany.com)  
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-** For any questions contact: Nancy Ferguson, [nferguson20@me.com](mailto:nferguson20@me.com)  
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 have upgraded our website to 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 2020 project consists of 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 10<sup>th</sup>.**

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 requests 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:     Instructional         Major/Minor Baseball         Major/Minor Softball  
    Champion                     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 Sponsorship Levels

## Instructional Baseball/Softball - \$250

*Location:* Outfield fences

*Includes:* Two billboards – one placed on both T-Ball & Rookie/Coach Pitch Softball outfield fences

## Major/Minor Baseball - \$350

*Location:* Outfield fence of Fields A or D and Walkways to Concessions

*Includes:* Two Billboards placed on two different outfield fences (A/D) and one along the main walkway

## Major/Minor Softball - \$350

*Location:* Outfield fence of Field B and Walkways to Concessions

*Includes:* Two Billboards; one on an outfield fence and one along the main walkway.

## Champion - \$400

*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.

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

*Location:* Outfield fence on field of your choice and Concession Stand area

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

## 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 [nferguson20@me.com](mailto:nferguson20@me.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.

**Make all checks payable to BLL & mail check with this agreement to: Berlin Little League  
c/o Nancy Ferguson  
10140 Queens Circle  
West Ocean City, MD 21842  
Attn: Sponsorships**

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

