

December 10, 2023.

Dear Friends of Berlin Little League,

We are reaching out to our local community to see if you are interested in supporting our 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. Since we have already had several inquiries about the upcoming season for both sponsorships and registration, we have decided to reach out to the local businesses and open registration earlier. Registration for the 2024 season is now live and can be accessed through our website – [www.Berlinlittleleague.org](http://www.Berlinlittleleague.org)

Berlin Little League has been a chartered program of Little League International and a staple of this community since 1963. Year after year we continue to have over 600 boys and girls, ages 4-16, play baseball & softball in our program. We look forward to reaching even 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. Last season we had three (3) Berlin teams compete in States!

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 2024 season. We are offering multiple sponsorship levels for this upcoming season (please see attached Sponsorship Form below) that allow you the chance to choose the level of support that you are most comfortable with. Team Sponsorship Forms and payment are due by January 31, 2024. Billboard Sponsorship Forms and payment are due by February 15, 2024. Once received, 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 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 or email 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

Nancy Ferguson  
Sponsorship Chair  
(443) 994 – 0529 – Cell  
Nferguson20@me.com

# Berlin Little League – 2024 Sponsorship Form

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

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

ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_

**Option One** Team Sponsors (Approx. 30 Teams) – For any questions contact: [nferguson20@me.com](mailto:nferguson20@me.com)

Sponsors are needed to ensure that all players are outfitted with team uniforms. Your donation includes your company's name on the back of the team's uniform and website recognition.

**TEAM SPONSOR: Forms & Payment are due by January 31, 2024.**

Yes, I would like to be a team sponsor for \$500. Sponsors will be matched with teams. If you have a particular player/team you would like to sponsor, **while we cannot guarantee**, we will do our best to make that happen. Please note: The league will assign sponsors to teams that require evaluations and drafts.

Please list any requests here \_\_\_\_\_

**Option Two** Billboard Advertising- For any questions contact: [nferguson20@me.com](mailto:nferguson20@me.com) Custom billboards will be produced and hung on our field's outfield fences. Sponsorship levels, which describe location placement of your signs, are described below. Included in all billboard advertising is your company name, logo, website address, and phone number. In addition, we list all current sponsors on our website.

**BILLBOARD ADVERTISING: Forms & Payment are due by February 15, 2024.**

**Please choose your level of sponsorship.**

Sponsorship Level:    ☐ World Series                      ☐ Grand Slam                      ☐ Softball  
   ☐ Rookie & T-Ball                      ☐ Major/Minor Baseball

## **Berlin Little League Sponsorship Levels**

### **World Series - \$1000** (\*\*best value\*\*)

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

**Includes:** Team Sponsor, Three Billboards: two billboards of your choice on outfield fence, one at concession stand area, *and a permanent 4"x8" engraved brick to place on our concession stand patio walkway*

### **Grand Slam - \$500**

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

**Includes:** Two Billboards: one billboard on your choice of outfield fence and one at concession stand area.

## **Softball - \$400**

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

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

## **Rookie & T-Ball Baseball - \$400**

**Location:** Outfield fences

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

## **Major/Minor Baseball - \$400**

**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.

### **Berlin Little League –Billboard Advertising Agreement**

Billboard Advertising - Custom billboards will be produced and hung on our field fences. These billboards are a great marketing tool for local businesses. Games are played several 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:

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.

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.

**Option Three** **Cash Donation** – Cash donations are also being accepted to assist in funding our league.

### **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 \$ \_\_\_\_\_.

**Make all checks payable to Berlin Little League & mail check along with this agreement to:**

**Berlin Little League c/o Nancy Ferguson**

**10140 Queens Circle**

**West Ocean City, MD 21842**

**Attn: Sponsorships**

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

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