

December 03, 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

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

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

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 _____