

Allied Gardens Little League
5173 Waring Rd., #213
San Diego, CA 92120
www.aglitleague.org
sponsorship@aglitleague.org
(619) 540-3456

Allied Gardens Little League is a nonprofit 501(c)(3) California public benefit corporation and chartered Little League Organization.

Little League ID: 4053301
Federal Tax ID: 23-7067279



November 9, 2011

Dear Potential Sponsor,

Did you know that registration revenue alone doesn't come close to covering our ongoing expenses?

Our Sponsors play a critical role in helping us close this revenue gap. In addition, Sponsor support allows us to provide access to an invaluable character-forming program for families who could not otherwise afford to participate.

Sponsoring creates a "win-win":

- Allied Gardens Little League is operated entirely by volunteers. 100% of your donation goes directly to the league!
- We promote our sponsors to hundreds of families, which builds exposure for your business. Ask yourself: what customer wouldn't want to buy from a company who supports kids and our community?

We accept cash and in-kind donations of goods and services. Sponsors who make an in-kind donation will receive benefits based on the regular retail value of the goods or services provided. In-kind donations can either be directly related to the needs of our League (e.g., equipment rental, field supplies, etc.), or can be used for fundraising efforts (e.g., raffles, silent auction, etc.).

Please take the time today to renew or join us as a new sponsor. You can view the list of benefits to find a sponsorship level that works for you (see attached). Returning sponsors will be happy to notice that **we have not increased fees for 2012!**

If you have any questions, please contact me.

Thank you for your support!

Sincerely,

Corey Hardick
Sponsorship Coordinator

Sponsorship Benefits

Supporter: \$150

- Association with a team and have your name or company name announced each game.
- Receive a commemorative team plaque to proudly display in home or office.
- A business card size listing in our League program.
- Listed as a sponsor on the AGLL website (www.aglitleague.org) which can be linked to your company's website.

Full Sponsorship: \$350

- You will get a 2ft x 8ft banner on the outfield fence proudly hung on one of our three fields. (Field of choice) (*)
- The opportunity to be a guest of your team at a game to throw out the ceremonial first pitch.
- You will be recognized by announcements at field of choice throughout the season.
- Plus receive the benefits of Supporter level listed above.

Grand Slam Club: \$500

- Your name and logo on a 4ft x 8ft banner hung prominently on one of our three fields. (Field of choice) (*)
- Opportunity to promote a "monthly" business special on website and through Facebook/Twitter announcements.
- 50% off your registration of 1 child.
- Your name and company logo will be prominently displayed at each of our concession stands.
- Choice of sponsorship branded hat or polo shirt.
- Plus, all the benefits associated with other sponsorship levels above. (**)

All Star Club (limited): \$1000

- You will have a dugout named after you for the 2011 season!
- A half-page advertisement in our League Program.
- Brick engraved with company or individual name and permanently displayed in walkway.
- You will be recognized by special announcements at games throughout the season
- 50% off your registration of up to 2 children.
- *Plus, all the benefits associated with the other sponsorship levels above. (**)*

Diamond Club (limited): \$2000

- You will sponsor an entire division! (Either T-Ball, Rookies, Minor, or Major division)
- Your name or logo will be embroidered on every player's baseball cap in your division.
- A full-page advertisement in our League Program.
- Opportunity to promote a "weekly" business special on website and through Facebook/Twitter announcements
- *Plus, all the benefits associated with the other sponsorship levels above. (**)*

Founders Club (A significant donation towards structures): \$5000+

- A capital improvement will be named after you. (A list will be provided upon request)
- 100% off your registration of up to four children playing in the league for this season.
- Web page dedicated to your company/business on the aglitleague.org site.
- *Plus, all the benefits associated with the other sponsorship levels above. (**)*

(*) Actual banner size may vary based on artwork dimensions and field selected. Additional banners can be purchased and displayed on other AGLL fields for \$125 each.

(**) Choice of 1 banner and 1 Ad size. Number of children limited to sponsorship level supported.

Sponsor Registration Form

Company
Contact
Title
Address
City, ST, Zip
Work Phone
Mobile Phone
E-mail Address
Web Site

Select a sponsorship level:

- Supporter: \$150
- Full Sponsor: \$350
- Grand Slam Club: \$500
- All Star Club (limited): \$1000
- Diamond Club (limited): \$2000
- Founders Club: \$5000

Donation type:

- Cash
- In-kind (i.e., goods and/or services):

Optional:

- We don't need sponsor benefits, please keep all of the money for the league.
- We would like ___ extra banners at \$125 ea.

Please display banner(s) on*:

- Majors
- Minors
- Rookies

* The Rookies and Minors outfield fences cannot accommodate 4' banner height. Banner height will be adjusted accordingly to fit.

Return this form with payment to:

Allied Gardens Little League
ATTN: Sponsorship Coordinator
5173 Waring Rd., #213
San Diego, CA 92120

Note: for credit card payments, please register online at www.aglitleague.org

Allied Gardens Little League, 5173 Waring Rd, #213, San Diego, CA 92120

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