



**Orono Baseball Association  
PO Box 338  
Maple Plain, MN 55359**

February 6, 2010

Orono Baseball Association (OBA) is a self-funded 501 (c) 3 nonprofit organization dedicated to providing a baseball experience for the youth in our community where each player can grow in their understanding and appreciation of the game while developing life skills such as honesty, work ethic and good sportsmanship. We can only make this happen with the help of sponsors, fundraisers, and many volunteers throughout the community. We'd appreciate your support in 2010.

This year we expect to have more than 550 players between the ages of 5 - 15 participate in our community leagues and tournament teams. We understand the best partnerships provide value both ways. Through a sponsorship, your business will be promoted by coaches, at events and within many of our communications. We're pleased to report several current sponsors have mentioned customers specifying that their patronage was in part due to the OBA sponsorship.

Please take a moment to review the following opportunities within our 2010 fundraising campaign for ways in which businesses or individuals can assist our Orono youth baseball players.

**ANNUAL TEAM SPONSORSHIPS - \$325 per team**

- Each player will wear a game shirt with your business name on it. This helps provide a special identity for each team and directly connects them to our community as business owners are recognized for their interest in youth and receive increased local recognition of their business. Teams are happy to pose for team photo to display as you wish.
- Company logos, contact information and links from our OBA website to your company website will be available on the OBA website through winter 2010-2011.
- League standings will be published on our OBA website by team sponsor to further enhance sponsor name recognition.
- OBA Newsletters will contain a list of team sponsorships asking that members support our local sponsor.
- Sponsors will be prominently recognized at our big Opening Day event for players and families. You are welcome to provide flyers, coupons, business cards or other materials at our Opening Day sponsors' table.

**COMPANY SIGN ON OUTFIELD FENCE - \$500 per year**

- Attractive and professionally printed 4' X 8' signs are placed on the outfield fences from April 1, 2010 – Sept 30, 2010 to give businesses immediate recognition.
- Fields are used daily during the baseball season.
- Sponsors who purchase signs will be recognized on OBA website through winter 2010-2011.
- All OBA Newsletters will contain a list of businesses that purchase signs.
- Sponsors will be prominently recognized at the Opening Day event for players and families.

**GOLD LEVEL SPONSOR**

- Businesses that sponsor multiple teams in a single season.
- Businesses that purchase signs on both Lee Carlson fields.
- Businesses that sponsor a team and purchase an outfield sign.

- Gold level sponsors will receive a free OBA website homepage ad and will be noted on the OBA website and publications.

#### **PLATINUM LEVEL SPONSOR**

- Businesses or individuals who are interested in making a 'legacy' donation by having a family name or business name permanently affixed to a sign or structure at the field.
- Items currently seeking platinum sponsorship include:
  - Batting cages at Lee Carlson and Zach Erlander fields. Cost for permanent naming rights is \$10,000 each.
  - Playground at Lee Carlson fields. Cost for permanent naming rights is \$10,000.
  - Concession stand. Cost for permanent naming rights is \$15,000.

#### **GENERAL DONATION – Any \$ Amount**

- Historically we have had 20 scholarships awarded to families who are unable to afford baseball. We expect this trend to unfortunately increase in these tough economic conditions.
- If enough money is raised to support all the financial assistance for players in the community then the proceeds will be used to improve the playability of our fields and capital improvement projects.
- An e-mail (or letter) will be sent with the Orono Baseball Association's Tax Identification number to acknowledge that no goods or services have been provided for your donation.

**It's imperative that you make a decision by March 15, 2010 as we need to ensure we have adequate time to place our orders for uniforms and signs to ensure they are in place for the entire baseball season.**

Thank you for consideration and please feel free to contact us at [sponsorship@oronobaseball.org](mailto:sponsorship@oronobaseball.org) if you have any additional questions.

Sincerely,

Orono Baseball Association  
Dani Steele, OBA Fundraising Co-Chair, 612-849-9424  
Jim Buck, OBA Fundraising Co-Chair, 952-255-9043  
Greg Rasmussen, OBA Treasurer, 952-270-4085