



**Crystal American
Little League**

Serving The Youth of Crystal for over 50 years

www.crystallittleleague.com

February, 2012

Dear Local Business Leader and Little League Supporter,

Crystal American Little League has been serving the baseball playing children in Crystal and surrounding communities since its charter with International Little League in 1959. Over 225 boys and girls between the ages of 5-12 participate with Crystal Little League each year.

As a 503(c) non-profit organization, Crystal Little League (CLL) is self-supporting, operating solely on volunteer leadership, player fees, and community contributions. Our goal as a league is to keep the player fees affordable for all families. In today's economy we continue to see an increase in costs, however, we have been able to maintain our player's fees due to the generosity of the community.

We are reaching out to you as a local business leader to request that you consider partnering with our organization to help ensure the successful continuation of a program that offers enrichment to the families within our community and economic stimulation to our local area businesses. As a sponsor of CLL, your business will be in front of the families of our players, as well as over 100 families from surrounding communities who visit our fields for games and tournaments.

In 2012 we are also beginning our fundraising to **Light the Fields** at 4800 Douglas Avenue. Our goal is to raise an additional \$200,000 to light our A-Minor and Major Fields. *As one of just a few Little League organizations in District 1 that does NOT have lighted fields, Crystal Little League players have had limited playing time. With field lights, all players and teams will be able to hold practices and games on a more regular basis. At the end of the season, CLL hosts the Minor League Classic and the 8-9 All Star Tournaments, which will bring players and families from surrounding areas to Crystal. They spend time at the fields, purchasing concessions, and at local businesses between games. This increased traffic in turn allows Crystal Little League to purchase additional products from local business.*

To kick off our fundraising, we will hold a **Light the Fields Burger Bash** on Saturday, April 21, 2012 at the Crystal Community Center. We are accepting donations of gift cards/certificates or products to include in our silent auction and raffle. *If you would like to have any donated items picked up at your place of business, please e-mail or call to arrange for pick-up by March 31, 2012.*

We have created a variety of sponsor levels and hope that you find one that fits your community support budget. Please review the sponsor opportunities on page 2 of this letter. In order for us to have our Sponsor Book printed in time for the season, we have an ad materials and payment deadline of March 1, 2012. All team sponsorships, including All-Star Teams, will be on a first come-first serve basis.

To secure your sponsorship of Crystal Little League, please complete the attached form and submit, with payment and artwork where necessary, to:

Sara Thurston, Fundraising Chair
Crystal Little League
5362 Perry Circle
Crystal, MN 55429
Sa_thome@hotmail.com
Home: 763-971-0549
Cell: 612-236-3223

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2012 Crystal American Little League Sponsorship Form

Qty	Sponsor Level	Cost	Includes:	Available Positions
	Single	\$50	Business Card size Ad in 2012 Booster Book	Unlimited
	Double	\$100	- 1/4 page Ad in 2012 Booster Book - Company logo and link on CLL Sponsor webpage	Unlimited
	Triple	\$350	- 1/3 page ad in 2012 Booster Book on Team Page - Company logo and link with 50 word company description on CLL Sponsor web page - Team Sponsorship – Rookie or A-Minor, includes company name on back of players jerseys	18
	Home Run	\$500	-1/3 page ad in 2012 Booster Book on Team Page - Company logo and link with 75 word company description on CLL Sponsor web page - Team Sponsorship – Major Team, includes company name on back of players jerseys	6
	All-Star Team Sponsor	\$750	- Full page ad in 2012 Booster Book with All-Star sponsor starburst - Premier position (top 4) of company logo and link with 75-100 word company description on CLL Sponsor web page - Recognition on All-Star Team uniform	4
	On-Field Signage	\$300 – first year	You can purchase a 4' x 8' field sign that will hang on one of the 3 field fences. This is an excellent way to expose your company or organization to hundreds of people who attend practices and games from April – October.	Unlimited
	On-Field Signage	\$150 – second + year	Renewal of on-field signage with same artwork as past years	Unlimited

Company Name: _____

Company Address: _____

Company City: _____ State: _____ Zip: _____

Contact Name: _____

Contact E-Mail: _____

Contact Phone: _____

Amount Enclosed: _____

We would like to pledge \$ _____ towards the **LIGHT THE FIELDS CAMPAIGN**, payable to Crystal Little League by December 31, 2012.