



**THE LITTLE LEAGUE FIELD COMPLEX IS LOCATED ON FAIRGROUNDS RD
WE ARE NOT AFFILIATED WITH HATFIELD TOWNSHIP OR THE FIELDS AT SCHOOL ROAD PARK**

2010 SPONSORSHIP SUPPORT PROGRAMS

As we prepare for the 2010 season, we would like to take this opportunity to ask for your support of baseball in our community. Each season we provide the means and opportunity for over 350 youths to learn the joys of playing baseball. Our program is recognized as among the finest in Montgomery County, this is made possible in large measure by you, our sponsors, who generously give their support each year.

The Hatfield Little League (HLL) is an independent non-profit organization that is run by parent volunteers and is funded entirely by registration fees, concession profits and sponsor donations. HLL is operated by volunteers that generously donate their time, and that are dedicated to building character, courage and loyalty in local area youth by providing a fun, safe, and competitive baseball program. To be successful, HLL requires a tremendous amount of support by the local community. Sponsorship in HLL must be, for the Sponsor, out of a sense of duty to help the community. While Sponsorship does afford unique and marketable benefits, the higher purpose is to help Hatfield Little League impart the values of teamwork, sportsmanship, and fair play to the children of the community, so that they may someday use these values in becoming good citizens. We are a 501(c) (3) non-profit youth organization and your tax-deductible donation helps offset the costs of equipment, player insurance, adequate umpire training, operational expenses and to help defray the costs parents must pay associated with their children's participation in youth sports. We are asking for your support through a sponsorship donation. Your help and support will ensure Hatfield area youth are provided a positive baseball experience and you will benefit by being recognized for your goodwill and support of youth baseball.

Benefits of Being a Sponsor

Your help and support will ensure Hatfield area youth are provided a positive baseball experience. As a local business involved with Hatfield Little League, you will benefit by being recognized for your goodwill and support of youth baseball. In exchange for your support, HLL offers the following benefits depending upon the package(s)/option you choose:

**WE ARE LOOKING FORWARD TO YOUR SUPPORT AND PARTNERSHIP THIS YEAR AS WE
CONTINUE TO ADVANCE THE CAUSE IN OUR COMMUNITY.**



We are very excited about this new sponsorship opportunity. For the first time ever Hatfield Baseball is offering a unique sponsorship opportunity that will actually provide a quantitative return on your sponsorship investment by driving our families and friends to your business via the Hatfield Baseball Online Marketplace.

On this separate Market Place section of our website; we will place a logo of your business with a “click through” for a discount coupon for goods and or services. Hatfield Baseball is offering direct and unlimited access to over 450 families involved in the league along with all of their families and friends as well that live in Hatfield, Lansdale, Souderton, Towamencin and the surrounding areas. This opportunity is advantageous to all business’s both large and small. All they have to do is click on your logo, print the coupon and enjoy the savings while supporting your business.

This sponsorship package will be included with all new and renewing field sign sponsors. It or can be done through a separate Market Place sponsorship package and will be in place for one calendar year.

EXAMPLES:

Restaurant: Purchase one entrée at regular price; get the second one free.

Dry Cleaner: 30% off all dry-cleaning

Car Service: 30% off Oil Change and Filter

Car Wash: 40% Discount on a book of 10 washes

Bank: \$50 Deposit when opening a new account

Any Retail or Service Company: An addition 25% off coupon

The possibilities are endless; each individual business will set the terms of its own offer. Families and friends can print unlimited coupons, thus guaranteeing repeat business.

Sponsorship Opportunities

**THE LITTLE LEAGUE FIELD COMPLEX IS LOCATED ON FAIRGROUNDS RD
WE ARE NOT AFFILIATED WITH HATFIELD TOWNSHIP OR THE FIELDS AT SCHOOL ROAD PARK**

ALL COMMITMENTS ARE DUE BY: March 31, 2010

OFFICIAL LEAGUE SPONSOR

Being A Hall of Fame Sponsor of Hatfield Little League entitles your company to a host of advertising and marketing opportunities not available elsewhere. With over 350 active players involved with Hatfield Little League, the exposure and touch points we offer both the players and their families throughout the entire season is substantial. These programs have been created to keep our fans abreast of what's going on in the league as well as specials made available by our sponsors. Being an Official League Sponsor has its privileges.

HALL OF FAME

- Usage of the Hatfield Little League logo and title of "Official League Sponsor" which can be used in local advertisements
- Premium Location Field Sign 4'x 8'
- Logo w/ link listed on the Hatfield Baseball website as an official sponsor of Hatfield Little League
- Ad on the Hatfield Baseball website. This ad space can be used as a special downloadable coupon which can be changed monthly
- Coupons to be displayed on our new bulletin board (snack bar)
- Opportunity to take part in specially featured Hatfield Little League promotional days
- Promoted as a select locations for all Hatfield Little League players, coaches and fans to patronize
- Opportunity to sample product at Hatfield Little League snack bar (excluding products competing with Exclusive Product Sponsors).
- Opportunity to be presenting sponsor at one of our selected "Feature Day" at the complex. (A minimum of 2 a month will be available)

DONATION: \$1200.00 (HB MARKETPLACE FEATURE INCLUDED)

ALL FIELD SIGNS WILL REMAIN IN PLACE APRIL THROUGH OCTOBER

WE ARE NOT AFFILIATED WITH HATFIELD TOWNSHIP OR THE FIELDS AT SCHOOL ROAD PARK

SIGNAGE SPONSORSHIP: (First Come Basis)

**MVP
SPONSORSHIP**

Here's your chance to own a piece of the park. By becoming a field sponsor, your company will be displayed at every game, along the most visible part of the park, the outfield fences. Hatfield Little League has 3 fields of choice, the Majors, AAA, and AA. Field location and choice is dependant upon availability, first come-first served.

Sign Sponsor

Field availability (Major, AAA & AA)

Sign Dimensions: Majors 4'x8' / AAA 3' x 8'

DONATION: \$600.00 / RENEWAL: \$400.00 (HB MARKETPLACE FEATURE INCLUDED)

ALL FIELD SIGNS WILL REMAIN IN PLACE APRIL THROUGH OCTOBER.

BULLS-EYE SPONSORSHIP: (First Come Basis)

**BULLS-EYE
SPONSORSHIP**



NEW FOR 2010. This year, we are placing one bulls-eye sign in each of our larger fields (Majors/AAA). These signs will be placed above the fence line with the assurance that any ball hitting the bulls-eye is an automatic homerun. We are seeking a sponsor willing to become a focal point of the field, but also willing to donate a prize for anyone capable of hitting the sign during an official game. The odds are definitely in the sponsors favor. However, should a lucky player hit the bulls-eye; we are seeking a minimum award of \$50. The award can come in the form of a gift certificate, savings bond or selected product.

Bulls-Eye Dimension: 3.5 radius

Field availability (Major, AAA)

(HB MARKETPLACE FEATURE INCLUDED)

Outfield sign below bulls-eye target

DONATION: \$850.00 (PLUS AWARDS) / RENEWAL: \$500.00

ALL FIELD SIGNS WILL REMAIN IN PLACE APRIL THROUGH OCTOBER.

MARKET PLACE & HOMEPAGE AD

**ALL-STAR
SPONSORSHIP**

- Logo with link to your website and discount offer on Market Place page and in rotation on our homepage. In place for 1 calendar year

DONATION: \$400.00

MARKET PLACE AD

**GOLD GLOVE
SPONSORSHIP**

- Logo with link to your website and discount offer on Market Place page. in place for 1 calendar year

DONATION: \$300.00

HOW TO BECOME A SPONSOR IN HATFIELD LITTLE LEAGUE

Complete the Sponsor Form and mail it in with your tax-deductible donation to
 Hatfield Athletic Association
 Attn: Bob Ryan
 PO Box 14
 Hatfield, PA 19440

Any questions; contact Bob Ryan at bobryan@hatfieldbaseball.com

SPONSORSHIP RESERVATION

Business Name: _____

Owner / Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail address: _____ Website: _____

Check all that apply:

- HALL OF FAME / OFFICIAL LEAGUE SPONSOR SIGNAGE SPONSOR
- BULLSEYE SPONSOR SCOREBOARD SPONSOR
- ALL-STAR SPONSOR GOLD GLOVE SPONSOR
- OTHER _____

* The above listed sponsorships are pending final approval from all participating partners.

Sponsorship of Hatfield Little League (HLL) does not bind each other in any manner or to any extent whatsoever, except as specified herein. Hatfield Baseball does not permit the Sponsor to have any rights or responsibilities in the operation of Hatfield Little League or any team in Hatfield Baseball, nor does the sponsor have any rights or responsibilities in the selection of managers, coaches or players for any team in HLL. Nothing herein shall make us partners or joint venturers. The Sponsor and the Hatfield Little League are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified herein. The Sponsor shall have the right to use the following term in advertisements, posters, brochures, newsletters, etc.: "Sponsor of Hatfield Little League."

SPONSOR	HATFIELD LITTLE LEAGUE
Representative	Bob Ryan
Title	Director of Marketing
Date	
Signature	