



Box 50011  
Brandon, MB R7A 7E4  
Phone: 204-725-1909  
Email: [westmansoftball@live.ca](mailto:westmansoftball@live.ca)  
[www.westmansoftball.com](http://www.westmansoftball.com)

January 18, 2021

Dear Potential Sponsor:

Although it has been a pretty nice winter so far, it is cold outside. But here at Westman Softball Association we have warm thoughts of a SOFTBALL SEASON!!! Despite COVID-19, softball was one of the few sports in 2020 that had a season in Manitoba, so we are optimistic for 2021.

Westman Softball Association (WSA) is a nonprofit organization that provides children and youth aged 4 to 19 years of age throughout Westman the opportunity to learn the life-long skills of softball. WSA encourages children to start playing softball at any age. We consciously encourage "Fair Play" sport ethics. We work hard on skill development and encouraging coaches to also develop their skills to assist kids.

WSA serves the whole Westman area including Brandon, Neepawa, Hamiota, Carberry and any other Westman community wishing to be involved in our League. This normally calculates into about 150 volunteers, organizing up to 60 teams consisting of over 450 players. Our league includes 16 league games as well as two tournament weekends organized entirely by the WSA Executive and parent volunteers.

Softball is one of the most affordable sports in Westman with registration fees varying from \$125 - \$195, depending on the age of the player. But in order to offer this opportunity and to keep it affordable, we need the help of community minded businesses such as yours.

Your sponsorship will assist WSA to cover the expense of diamond maintenance for 16 fields including the Ashley Neufeld Softball Complex. Our diamonds are not maintained by the City of Brandon. We also have expenses such as equipment maintenance, umpire fees, softball equipment replacement and uniform purchases.

This time of COVID-19 has been a struggle for everyone. We completely understand if you can't sponsor this year because of COVID, but if you would like to, below are the sponsorship packages for 2021.

If you have further questions regarding any of the packages or would like to arrange an in-person meeting to discuss how you can be involved in the upcoming season please contact Brett Turner, Office Manager at 204-725-1909 or by email at [westmansoftball@live.ca](mailto:westmansoftball@live.ca).

Sincerely,

Marc Lyver  
President – Westman Softball Association



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### Sponsorship Packages

**Silver sponsor** – This includes your logo on our website for all our players, parents and coaches to see on a regular basis. - **\$150.00**

**Gold sponsor** – Silver sponsor benefits and the opportunity to distribute to each player and their family a flyer or coupon advertising your business and services through the beginning of the year coaches package - **\$250.00**

**Team Sponsor** – You receive all the benefits of Silver and Gold Sponsorship plus:

- having your business name on the WSA website schedule
- Business periodically promoted on all WSA social media
- Business logo screen printed on every shirt of your team. (the players do keep their shirts and continue to wear them long after the season is over)

- **\$400.00** – *This is by far our most popular sponsorship option.*

### **Division Sponsor-**

You receive all the benefits of the Silver, Gold and Team sponsorship with the added bonus of having your business logo on all the t-shirts within an entire division which adds up to approximately 60 – 80 t-shirt advertising billboards (depending on division sponsored). Our softball girls and boys are proud to be a part of WSA and continue to wear their uniform tops long after the season is over.

- **\$1200.00**

Please make cheque payable by March 15, 2021 to:  
 Westman Softball Association  
 Box 50011  
 Brandon, MB R7A 7E4  
 Phone 204-725-1909  
 e-mail [westmansoftball@live.ca](mailto:westmansoftball@live.ca)

I have enclosed my sponsorship of:

Business Logo:

\_\_\_\_\_ Silver Sponsor           \$ 150.00  
 \_\_\_\_\_ Gold Sponsor           \$ 250.00  
 \_\_\_\_\_ Team Sponsorship       \$ 400.00  
 \_\_\_\_\_ Division Sponsorship   \$1,200.00

\_\_\_\_\_ Attached is artwork/company logo  
 \_\_\_\_\_ E-mail artwork/logo to [westmansoftball@live.ca](mailto:westmansoftball@live.ca)  
 \_\_\_\_\_ I was a sponsor in 2021 and WSA has an  
 electronic logo on file

Advertiser/business name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Signature: \_\_\_\_\_