

SPONSORSHIP



In 1972, the West Springfield Little League (“WSLL”) was formed by local parents who wanted a strong, successful and healthy place for boys and girls to learn the fundamentals of baseball and virtues of good sportsmanship. The league also wanted to ensure that the players represented West Springfield, and the surrounding areas within our Little League boundaries (e.g. Burke, Fairfax Station and Springfield), by continually producing competitive baseball teams that contend in the District, state, regional and national levels. Today, WSLL continues to support these values. Our baseball players play their games at Byron Park in West Springfield and at Fenway Park in Burke. Byron Park is a fully adopted park that is our league home. It has 5 baseball fields and is popular to the general public for recreation and fitness and has access to the Lake Accotink trail. These values are a big deal for a child who has learned to have fun with, and play competitively in, baseball. Finally, WSLL hopes that, in addition to baseball knowledge, we provide other skills to our players who graduate from our league to become productive members of our community.

WSSL thrives off the volunteerism of our parents, friends and families and the generosity of our sponsors. Our league is managed and run by all volunteers helping manage and coach teams, run our concession stands and announcement booths, and chair our multiple committees that support the education and success of our players. However, our league and those volunteers need our sponsors’ assistance to help cover the costs of uniforms, baseballs, and other baseball-related costs.



Individual Team and Sign Sponsorships

Top Ten Reasons Why Individuals or Companies Should Sponsor the West Springfield Little League

1 WSLI is a non-profit organization and your charitable donation will support the community, while providing you or your company with a tax-deductible contribution.

2 WSLI events provide additional advertisement viewing potential, with three major events: Opening Day – 700 families (2,000 people), ByronFest [a community event] – 462 families (1,320 people) and Closing Ceremonies – 350 families (1,000 people).

3 Throughout the season, team sponsors' names will be seen on hundreds of players with 1-2 games per week during the Spring and Fall seasons, with extended tournament weeks.

4 During the Summer season, WSLI often sponsors the District 9 All Stars tournaments, bringing teams throughout the district to the WSLI Byron and Fenway parks, allowing hundreds of individuals to see your advertisements.

5 WSLI gives back to the community by sponsoring The Little League Challenger Division®, which was founded in 1989, and is Little League's adaptive baseball program for individuals with physical and intellectual challenges.

6 With the WSLI sponsor packages, individuals or companies can maximize their exposure through multiple team sponsorships and field signage.

7 All sponsors get their logo and a company link on the WSLI website, located at <http://westspringfieldlittleleague.website.sportssignup.com/>

8 All sponsors get a listing on the Sponsor page of the WSLI Spring Yearbook, with a personal copy provided to all sponsors. Sponsors may also increase exposure through the placement of additional Yearbook advertisements.

9 All sponsors receive a Spring plaque with a team picture and recognition. Fall sponsors also receive a sponsor certificate.

10 Announcement of sponsorships through our league-wide mailing system, at many games, and other events.



1

BRONZE (\$1,188)

- Business name displayed on Spring team jersey
- Business name displayed on Fall team jersey
- Standard posting on league web site
- Sponsor plaque with team picture
- Sponsor link on website
- Listing on sponsor page in Yearbook (with personal copy)
- Announcement of sponsorship during games and opening ceremonies

2

SILVER (\$1,425)

- Business name displayed on Spring team jersey
- Business name displayed on Fall team jersey
- Small business sign placement on concessions stand or equipment shed
- Standard posting on league web site
- Sponsor plaque with team picture
- Sponsor link on website
- Listing on sponsor page in Yearbook (with personal copy)
- Announcement of sponsorship during games and opening ceremonies

3

GOLD (\$1,639)

- Business name displayed on Spring team jersey
- Business name displayed on Fall team jersey
- Large business sign placement on back fence of secondary field (Ebbets, Forbes)
- Prominent posting on league web site (home page plus team site)
- Sponsor plaque with team picture
- Sponsor link on website
- Listing on sponsor page in Yearbook (with personal copy)
- Announcement of sponsorship during games and opening ceremonies

4

PLATINUM (\$2,090)

- Business name displayed on Spring team jersey
- Business name displayed on Fall team jersey
- Large business sign placement on back fence of prominent field (Yankee/Wrigley)
- Prominent posting on league web site (home page plus team site)
- Sponsor plaque with team picture
- Sponsor link on website
- Listing on sponsor page in Yearbook (with personal copy)
- Announcement of sponsorship during games and opening ceremonies

SPRING TEAM SPONSORSHIP (\$650)

- Business name displayed on Spring team jerseyStandard posting on league web site
- Sponsor plaque with team picture
- Sponsor link on website
- Listing on sponsor page in Yearbook (with personal copy)
- Announcement of sponsorship during games and opening ceremonies

FALL TEAM SPONSORSHIP (\$600)

- Business name displayed on Spring team jersey
- Standard posting on league web site
- Sponsor plaque with team picture
- Sponsor link on website
 - Listing on sponsor page in Yearbook (with personal copy)
 - Announcement of sponsorship during games and opening ceremonies

See Bronze Package for full season sponsorship (5% discount)

SIGN SPONSORSHIPS (PLACEMENTS ARE LIMITED TO 10 SIGNS PER FIELD)

PROMINENT FIELD SIGN PLACEMENT \$950

- Large Sign Placement on Back Fence of Prominent Fields (Yankee / Wrigley)

SECONDARY FIELD SIGN PLACEMENT \$475

- Large Sign Placement on Back Fence of Secondary Fields (Ebbets / Forbes)

CONCESSION STAND/EQUIPMENT SHED SIGN PLACEMENT \$250

- Small Sign Placement on Concession Stand or Equipment Shed

EVENT SPONSORSHIPS

- Opening Day Sponsorship: \$2,000
- Closing Ceremony: \$2,000
- ByronFest
- Spring Movie Event
- Fall Movie Event
- Fun Tournament
- All-Stars

DINE-OUT NIGHTS

- Obtain sponsors for dine-out nights

FRIENDS OF WSL

- Donations without sponsorship towards concession stand/fields

YEARBOOK PAGE ADS

- 1/4 Page - \$75
- 1/2 Page - \$150
- Full Page - \$300
- Spring sponsors will be listed in the current year Spring Yearbook; past Fall sponsors will be listed in upcoming Spring Yearbook

PREVIOUS SPONSOR DISCOUNT

- 1-4 years 10% discount
- 5 Years and over 20% Discount

MULTI-TEAM SPONSOR DISCOUNT

- \$50 discount per team

Individual Team and Sign Sponsorships



Yes, I am interested in sponsoring West Springfield Little League WSSL EIN 23-7285448

Sponsor Name: _____

Sponsor Address: _____

Sponsor Phone: _____

Sponsor Web Address: _____

Sponsor name as you would like it to appear on back of team jersey:

Sponsor Email: _____

Please select the level(s) of sponsorship you would like to contribute. This form will need to be printed and mailed with a check made out to WSSL in the amount of your contribution or you can use PayPal at wsslpayments@wsslbaseball.net. Please mail any checks and ALL completed forms to Todd and Shelley Haley at 7110 Carnation Court, Springfield, VA 22152. West Springfield Little League is a 501(c). If you have any questions about sponsorship, please email us at sponsorships@wsslbaseball.net or call at 703-577-2301.

<input type="checkbox"/>	Bronze	\$1,188	<input type="checkbox"/>	Spring	\$650	<input type="checkbox"/>	Prominent Field	\$950
<input type="checkbox"/>	Silver	\$1,425	<input type="checkbox"/>	Fall	\$600	<input type="checkbox"/>	Secondary Field	\$475
<input type="checkbox"/>	Gold	\$1,639	Number of Teams to Sponsor			<input type="checkbox"/>	Concession, Equipment Bldg	\$250
<input type="checkbox"/>	Platinum	\$2,090	Spring: _____ Fall: _____			<input type="checkbox"/>	I am interested in a Dine-Out Night	
Team Choice and/or Level of Sponsorship: _____								
Other Sponsorship Opportunities						Yearbook Sponsorship		
<input type="checkbox"/>	Friends of WSSL Donation: _____					<input type="checkbox"/>	1/4 Page Ad	\$75
<input type="checkbox"/>	Previous Sponsor Discount					<input type="checkbox"/>	1/2 Page Ad	\$150
<input type="checkbox"/>	Platinum	\$2,090				<input type="checkbox"/>	Full Page Ad	\$300
Early Bird Discounts: 5% if commitment by November 30; 3% off								