



## DEAR COMMUNITY SPONSOR

As you start to look forward to spring, the boys and girls who play for East Frederick Little League (EFL) are energized to be back on the ball field. These are exhilarating times for our organization and we are reaching out to our community to help us continue to develop our athletes this season. With the generous donations and sponsorships given last year, EFL was able to field 19 teams that competed throughout Frederick County. As we begin to gear up for our 57<sup>th</sup> year, we are asking for your sponsorship to help our youth continue to develop skills to be successful both on and off the field.

Little League Baseball® is a non-profit organization that is run locally by volunteers. From the members of the board to the coaches and umpires on the field, Little League Baseball® relies on community support to have a successful season. It is through your donations and sponsorships that we are able to provide an opportunity to all our youth to play baseball. EFL wants to build community ties to increase our participation and lead us into the future. Through your sponsorships, we are able to pay the required fee to the City of Frederick for the use of multiple baseball fields. It is up to us to maintain the fields so that they are in playing condition and up to Little League® standards. This includes cutting the grass, chalking the fields and operating concession stands. Along with field maintenance, we need to provide equipment, including: baseballs, catchers gear, batting helmets and other equipment to make the Little League® experience positive for our youth. All sponsors will be recognized and appreciated on our league website, jerseys, and field banners, and viewed by the larger community who come out to watch a grandchild, niece, nephew, student, etc. play ball! Through your sponsorship and donations, we are able to offer financial assistance to families in need as well as keep our registration fees affordable so all youth in the community have an opportunity to participate. **Sponsorship in EFL provides a great advertising opportunity for your business among families all over Frederick County as well as a tax-deductible donation for you.**

Opening Day is scheduled for **Saturday, April 7, 2018 at 9:00 a.m.** at our home field, **Max Kehne Park on 7th Street.** As a sponsor, we invite you to come out and set up a booth with your company information so our families and their friends know that you support the youth in our community. Our year end picnic is scheduled for Saturday, June 2 at Max Kehne Field and we invite all of our sponsors to come out and enjoy the food and fun with our EFL family!

There are several options available to help support our organization and boost your business. If you would like to help us celebrate our 56th year of molding our young ballplayers and continue to support Little League Baseball® in your community, we look forward to welcoming you into our EFL family for what we hope will be years to come!

All sponsors must return a completed Sponsorship Form and Sponsorship Agreement. Then, kindly make your check payable to "EFL" and mail your check to the address listed below no later than **March 1, 2018.** *If you are interested in a team sponsorship, please send us your intentions as soon as possible as we have a limited number available.*

East Frederick Little League  
Attn: Sponsorship  
P.O. Box 634  
Frederick, MD 21705

Should you have any questions or need any further information, please contact Luke Gregory, EFL President, at [President@EFLBaseball.com](mailto:President@EFLBaseball.com) or 703-898-3944

The entire volunteer staff, families and children of EFL thank you for your time and support!

Sincerely,

Luke Gregory  
EFL President

East Frederick Little League is a 501(c) (3) nonprofit organization.

*Since 1961, EFL is the Little League Baseball® affiliate serving East Frederick.*





# 2018 SPONSORSHIP OPPORTUNITIES



## WORLD SERIES SPONSORSHIP

Your ad will be placed on our 7th Street Home Field Scoreboard. **This sponsorship is a 3-Year Commitment.** Includes your business name displayed on all your team's jerseys and on our SI Play website advertising your business. You supply artwork or a logo and we do the rest! At the end of the season, your company is presented with a team picture plaque. Space is limited to **one** for this level of sponsorship.



## GRAND SLAM TEAM SPONSORSHIP

Includes your business name displayed on all your team's jerseys and on our new SI Play website advertising your business for both spring and fall seasons. You supply artwork or a logo and we do the rest! At the end of the season, your company is presented with a team picture plaque. *Spaces are limited for this level of sponsorship*



## HOME RUN WEBSITE SPONSORSHIP

Your business advertisement will be displayed on our new SI PLAY website page (for both spring and fall seasons) visited by our entire League and other Leagues within our District to check game dates, scores and team standings. You supply the artwork or a logo and we do the rest!



## TRIPLE PLAY DONATION

Your donation will cover the cost for an under privileged child to play ball. As a league we get requests for financial assistance and your donation will offset that cost for us. We will include your business on our Booster Banner which is displayed at every game on our home field for both the spring and fall seasons.



## DOUBLE PLAY DONATION \*\$75 OR MORE

This option helps us cover our three major costs: safety gear, field maintenance and equipment. This can be any donation amount over \$75. We will include your business on our Booster Banner which will be displayed at every game on our home field for both the spring and fall seasons.



# 2018 SPONSORSHIP FORM

## SPONSORSHIP LEVEL DESIRED (PLEASE CHECK ONE)

- WORLD SERIES SPONSORSHIP  
\$1,500.00 PER YEAR (3 YEAR COMMITMENT)
- GRAND SLAM SPONSORSHIP \$500.00
- HOMERUN SPONSORSHIP \$300.00
- TRIPLE PLAY DONATION \$150.00
- DOUBLE PLAY SPONSORSHIP \$75.00  
OR \$ \_\_\_\_\_

Payment to be made by March 1, 2018. Please accept this form as my intention to sponsor East Frederick Little League. Sponsorship is not valid until completed Sponsorship Agreement Form (see next page) is completed and returned to East Frederick Little League.

### Sponsor Information

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip code

\_\_\_\_\_  
Company Phone

\_\_\_\_\_  
Company Website

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
Contact Phone

\_\_\_\_\_  
Contact Email

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

By signing this I, the sponsor, acknowledge the sponsorship policy and agree to adhere to all components of this policy. If I fail to adhere to this policy, East Frederick Little League has the right to revoke my sponsorship. For information on the Sponsorship Policy, please visit [www.littleleague.org/regkit](http://www.littleleague.org/regkit)

- \$ \_\_\_\_\_ is enclosed. Check # \_\_\_\_\_
- Please send a bill to be paid in full by March 1, 2018

**Sponsor Form and Checks can be mailed to**  
 East Frederick Little League  
 Attn: Sponsorship  
 P.O. Box 634  
 Frederick, MD 21705

*East Frederick Little League is a 501(c) (3) Non-Profit Charitable Organization. Its EIN is 52-1817036*



# 2018 SPONSORSHIP AGREEMENT

This agreement between East Frederick Little League and

\_\_\_\_\_ (hereinafter, "Sponsor") is for the 2018 season.

Sponsorship of East Frederick Little League must be, for the Sponsor, out of a sense of duty to help the community. While Sponsorship does afford some benefits (detailed below), the higher purpose is to help the East Frederick 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.

Sponsorship of East Frederick Little League does not permit the Sponsor to have any rights or responsibilities in the operation of East Frederick Little League or any team in East Frederick Little League, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches or players for any team in East Frederick Little League. *The Sponsor may request placement of team level (Majors, Minors, Coach Pitch or T-Ball) but this does not guarantee placement.* Nothing herein shall make us partners or joint ventures. The Sponsor and East Frederick 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.

Any reference to the Sponsorship under this agreement must make it clear that the Sponsorship is with East Frederick Little League ONLY, and NOT with Little League Baseball and Softball, the organization. Use of the marks of logos of Little League Baseball and Softball by any local sponsor is prohibited, unless permission is expressly granted in writing by Little League Baseball, Incorporated.

### East Frederick Little League agrees to provide the following benefits for the selected sponsorship commitment:

- WORLD SERIES SPONSORSHIP**  
**\$1,500.00 PER YEAR (3 YEAR COMMITMENT)**
  - Ad will be placed on 7th Street Home Field Scoreboard
  - Sponsor name displayed on team's jerseys
  - Logo on sponsor banner placed at 7th Street Home Dugout
  - Logo listed on website
  - Company plaque
- HOME RUN SPONSORSHIP \$300.00**
  - Logo on sponsor banner placed at 7th Street Home Dugout
  - Logo listed on website
- TRIPLE PLAY SPONSORSHIP \$150.00**
  - Logo on sponsor banner placed at 7th Street Home Dugout
- GRAND SLAM SPONSORSHIP \$500.00**
  - Sponsor name displayed on team's jerseys
  - Logo on sponsor banner placed at 7th Street Home Dugout
  - Logo listed on website
  - Company plaque
- DOUBLE PLAY SPONSORSHIP \$75.00 (OR MORE \_\_\_\_\_)**
  - Logo on sponsor banner placed at 7th Street Home Dugout

\_\_\_\_\_ For the above considerations, the Sponsor agrees to donate \$ \_\_\_\_\_ to the East Frederick Little League, understanding that its donation is to benefit the entire league. Total due by March 1, 2018.

Sponsor Initial

\_\_\_\_\_ For World Series Sponsorship Only: Sponsor acknowledges that this level of sponsorship is a 3-Year Commitment. \$1500.00 will be due March 1, 2018, March 1, 2019 and March 1, 2020 for a total of \$4500.00

Sponsor Initial

### Accepted and agreed to by:

\_\_\_\_\_  
Sponsor Representative Signature Date

\_\_\_\_\_  
Local Little League President's Signature Date

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Printed Name