

Westwood Little League  
PO Box 19885  
Kalamazoo, MI 49019  
Email: westwoodll.mi@gmail.com  
Website: <http://www.westwoodll.com>



Dear Friend,

I am contacting you with an opportunity to expand your marketing plan and build awareness about your business to customers on the westside of Kalamazoo and beyond!

Our mission is to work alongside boys and girls to help build strong character, confidence and overall good sportsmanship. We strive to provide fun, safe, and competitive baseball and softball programs to almost 500 children each season, and with that, it takes a tremendous amount of support within our community. Over the past several years, support from sponsors like you have helped to make numerous improvements in our programs.

#### **Benefits of Being a Sponsor**

As an individual or local business involved with Westwood Little League, you will benefit by being recognized for your goodwill.

Team Sponsors will have their business name printed on team jerseys and receive a participation plaque with their sponsored team picture to display. We will also display your company logo on our website so it can be viewed by our Westwood Little League family. In addition, your contribution is tax deductible. Westwood Little League is a 501(c)(3) organization and your tax advisor can advise you about the tax advantages of your sponsorship. There are a variety of levels of sponsorships detailed on the next page and any level of financial support is appreciated.

#### **Becoming a Sponsor**

Choose your sponsorship level and fill in the appropriate questions to ensure that you are assigned the team of your choice. Please reply with your intention to sponsor and provide support for Westwood Little League by December 16, 2023. Payment will be due by February 24, 2024. If the current economic situation has impacted your business and you are unsure if you can sponsor at this time, please let us know and we can work with you. Or perhaps you would consider a contribution of goods or services. Any type of support is appreciated!

Sincerely,

Susan Andrews  
Westwood Little League  
Board of Directors  
Sponsorships and Grants

# Westwood Little League 2024 Sponsorship Levels

## MAJOR LEAGUE SPONSOR

**Annual Cost: \$3,500**

- Your 4x6 banner will be prominently displayed, visible for everyone to see.
- Your logo will be prominently displayed on the front or sleeve of every regular season team's uniform.
- Your logo & website will be listed on our homepage as a Major League Sponsor.
- Business literature and/or coupons welcome at the concession stand.
- Business name mentioned before every game day during the playing of the National Anthem.
- A Thank You plaque with your team picture to display at your business.

## ALL STAR SPONSOR

**Annual Cost: \$1,500**

- Your 4x6 banner will be prominently displayed, visible for everyone to see.
- Your logo will be prominently displayed on every All Star team uniform.
- Your logo & website will be listed on our homepage as an All Star Sponsor.
- Business will be the official sponsor of all our All Star teams.
- Business name mentioned during opening day ceremonies.
- A Thank You plaque with your team(s) picture to display at your business.

## GOLD SPONSOR

**Annual Cost: \$950**

- Your 2x4 banner will be prominently displayed, visible for everyone to see.
- Your business name will be prominently displayed on TWO teams uniforms.
- Your logo & website will be listed on our homepage as a Gold Sponsor.
- Business name mentioned during opening day ceremonies.
- A Thank You plaque with your team pictures to display at your business.

## SILVER SPONSOR

**Annual Cost: \$575**

- Your 2x4 banner will be prominently displayed, visible for everyone to see.
- Your business name will be prominently displayed on your team's uniform.
- Your logo & website will be listed on our website homepage as a Silver Sponsor.
- Business name mentioned during opening day ceremonies.
- A Thank You plaque with your team picture to display at your business.

## BRONZE SPONSOR

**Annual Cost: \$350**

- Your business name will be prominently displayed on your team's uniform.
- Your business name will be listed on our website homepage as a Bronze Sponsor.
- A Thank You plaque with your team picture to display at your business.

## 3RD BASE DUGOUT SPONSOR

**Annual cost: \$250**

An additional sponsorship is needed for the maintenance and upkeep of all dugouts.

- Your 2x4 banner will be prominently displayed on the dugout, bleacher side, visible for everyone to see.
- Get 2 dugouts for \$400.

## OUTFIELD SIGN SPONSOR

**Annual Cost: \$200**

Here's your chance to advertise your business!

- Your 3x6 banner will be displayed in the most visible part of the park - the outfield fence.
- \$350 for a 2 year agreement.

## AD SPACE SPONSOR

**Annual Cost: \$50**

Additional sponsorships are also available to purchase for ad space on the WWLL website.

## Westwood Little League 2024 Sponsorship/Donation Agreement

Sponsor Business Name: \_\_\_\_\_

Sponsor Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### **WE WANT TO BE PART OF THE TEAM!**

\_\_\_ MAJOR LEAGUE SPONSOR \$3,500.00

\_\_\_ ALL STAR SPONSOR \$1,500.00

\_\_\_ GOLD TEAM SPONSOR \$950.00

\_\_\_ SILVER TEAM SPONSOR \$575.00

\_\_\_ BRONZE TEAM SPONSOR \$350.00

\_\_\_ 3RD BASE DUGOUT SPONSOR \_\_\_\_\_ \$250 \_\_\_\_\_ \$400 (2 DUGOUTS, SAVE \$100)

\_\_\_ OUTFIELD SIGN SPONSOR \_\_\_\_\_ \$200 (1 YEAR) \_\_\_\_\_ \$350 (2 YEARS, SAVE \$50)

\_\_\_ AD SPACE SPONSOR \$50.00

### **→ 1st, 2nd and 3rd choice Team Shirt Color (if applicable)**

**\*\*Preference given to those whose paperwork we receive first and colors are not guaranteed\*\***

(Maroon, Red, Royal Blue, Navy Blue, Sky Blue, Teal, Green, Dark Green, Kelly Green, Purple, Bright Pink, Powder Pink, Yellow, Orange, Grey, Black, White)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Note: New Sponsors please send Vector format logo to [wwllsponsor@gmail.com](mailto:wwllsponsor@gmail.com) by February 24, 2024**

### **→ Sponsorship Preferences (please complete one choice A, B, C, D or E below)**

A. We would like to sponsor a team with a specific child or manager

Child's Name: \_\_\_\_\_ Division: \_\_\_\_\_

Manager: \_\_\_\_\_

B. We would like to sponsor a team in the following division(s):

\_\_\_ T-Ball Boys and Girls (ages 4-6)

\_\_\_ Intermediate Baseball (ages 11-13)

\_\_\_ Minor Boys Baseball (ages 7-8)

\_\_\_ Minor Girls Softball (ages 7-8)

\_\_\_ Little Major Boys Baseball (ages 9-10)

\_\_\_ Little Major Girls Softball (ages 9-10)

\_\_\_ Major Boys Baseball (ages 11-12)

\_\_\_ Major Girls Softball (ages 11-12)

\_\_\_ Junior Boys Baseball (age 13-14)

\_\_\_ Junior Girls Softball (ages 13-14)

\_\_\_ Senior Boys Baseball (ages 14-16)

\_\_\_ Senior Girls Softball (ages 14-16)

C: \_\_\_ NO Preference - put us where you need us!

D: \_\_\_ We would like to sponsor a child that does not have the financial means to play baseball or softball

E: \_\_\_ We would like to donate \$ \_\_\_\_\_

Please complete the form and sign and date the bottom and return your Sponsorship/Donation Agreement, along with your payment, so that it is received no later than February 24, 2024. Make checks payable to Westwood Little League or WWLL and mail to the following address: Westwood Little League, PO Box 19885, Kalamazoo, Michigan 49019.

Westwood Little League is a 501 (c)(3) non-profit organization, please keep a copy receipt for your tax-deductible donation.

Your organization has agreed to be a sponsor for Westwood Little League. Pursuant to your choice of sponsorship listed within this document, you agree to pay the amount stated to WWLL. Your organization makes this payment with no exception that it will receive any return benefit other than use of your organization's name and logo as stated in the description of the level of sponsorship that you have selected. In exchange, WWLL agrees to abide by the terms of your selection. Your organization will provide WWLL with the logo images or name by due date set forth above. If your organization does not submit the logo images or name by due date, Westwood Little League is relieved of its obligations but your organization is not guaranteed return of sponsorship money. WWLL reserves the right to compress these images if they are larger than needed and to resize them to fit on the uniform or banner. Your organization will not be given the opportunity to approve any image re-sizing made by WWLL prior to printing, however, WWLL will do its best to respect your name and logo. WWLL reserves the right to display other sponsor acknowledgements on the team T-shirt and or Player's handbook. Your organization further agrees to permit WWLL the ability to use your organization's name in a list of annual sponsors in our player's handbook or on the WWLL website.

This agreement will be in effect for a period of one year from the date that both parties sign it (unless you have purchased a banner that requires WWLL to display the banner for two seasons). Your organization may decide to withdraw the display of its name and logo at any time, but you understand that the sponsorship payment will not be returned. Your organization has agreed to sponsor WWLL and support the league's efforts to encourage children to play baseball/softball. In no way, can you be held responsible for any liability whatsoever. Westwood Little League's damages are limited by the dollar value of your sponsorship level.

Westwood Little League Board of Directors thanks you for your participation and philanthropy.

Total Enclosed: \$ \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

(Sponsor Representative)

By: \_\_\_\_\_

Date: \_\_\_\_\_

(Authorized Representative of Westwood Little League)

Check No. \_\_\_\_\_