



## 2021 Sponsorship Agreement

This agreement between the Apache Junction Little League (hereinafter, “Local Little League”) and \_\_\_\_\_ (hereinafter, “Sponsor”) is for the **2020-21** season.

Sponsorship of the Local 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 Local 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.

**The Local Little League agrees to provide the following benefits in exchange for the sponsorship commitment:**



### **HALL OF FAME \$2,500 (LIMITED AVAILABILITY)**

- Includes all subsequent level benefits
- 4ft Home Plate Logo Sign at AJLL Complex
- Opening Ceremony Special Guest Recognition\*



### **THE GRAND SLAM \$1,000**

- Includes all subsequent level benefits
- Opening Ceremony Special Guest Recognition\*



### **THE HOME RUN \$750**

- Includes all subsequent level benefits
- 4ft Round Logo Sign at the AJLL Complex



### **THE TRIPLE PLAY \$500**

- Includes all subsequent level benefits
- 2ft Square Logo Sign at AJLL Complex (This level only)
- Team Picture Sponsor Recognition Plaque
- Recognition Across Social Media Platforms



### **THE ALL STAR \$250**

- Includes all subsequent level benefits
- Proud AJLL Sponsor T-Shirt & Window Decal
- League Banner Recognition
- Logo Ad on the Local League website with a direct link to your website.



### **THE MEMBERS ONLY AREA \$100**

- Recognition on website Sponsor Page
- Proud AJLL Sponsor Cup & Window Decal

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**Terms & Conditions:** Please review and initial each item below

\_\_\_\_\_ The sponsor agrees to send two logo files via email to [secretary@ajlittleleague.org](mailto:secretary@ajlittleleague.org) **no later than February 1st, 2021**. All images should be jpeg files that are vectorized (able to be expanded without appearing pixelated and without background). A small logo file to be used on the website banner for the link to the sponsors website. The second image should be a high-resolution file that will be used to create the sign per the sponsorship plan chosen.

\_\_\_\_\_ The Sponsor will receive an email proof of their logo sign design. The Sponsor will have two business days to respond to the email to either approve the current design or request design changes. Should the Sponsor fail to respond, the Sponsorship Coordinator shall forward the proof and email to the League President for final approval. Note: Recurring sponsors that have existing signs that do not require logo or information changes, will be re-used each season to assist the League in adequately utilizing the sponsorship funds to cover operating expenses through the season.

\_\_\_\_\_ Team Jersey sponsor requests will be approved on a first-come, first-serve basis. We ask that your first request be your preferred division, IE: Baseball Minors then, your preferred team or coach. We cannot guarantee that this request will be fulfilled. You will receive a confirmation of the division/team that you were assigned to, based upon availability. All sponsorship agreements received after **February 1st, 2021** will not meet the deadline to have their company name placed on a uniform. Please send your forms as soon as possible

\_\_\_\_\_ All qualifying Sponsors are encouraged to attend or allocate a representative from their business to attend the Opening Day Ceremony and/or Closing Ceremony, as applicable to their sponsorship level. \*The Opening Ceremony is scheduled for **TBD (DUE TO COVID RESTRICTIONS)** time TBD.

\_\_\_\_\_ All Sponsorship opportunities must be approved by the League President prior to authorizing the listed benefits. Not all Sponsors will be approved. There is some content that cannot be approved as it is in direct violation of Little League International, Incorporated policy and the Local League Charter Agreement.

\_\_\_\_\_ **Sponsorship Agreements must be received via email or US Mail, no later than February 1st, 2021 to receive all listed benefits for the chosen sponsorship level. Final payment must be received by March 16th, 2021.**  
Email: [secretary@ajlittleleague.org](mailto:secretary@ajlittleleague.org)

\_\_\_\_\_ **Disclaimer**

Sponsorship of the Local Little League does not permit the Sponsor to have any rights or responsibilities in the operation of the Local Little League or any team in the Local Little League, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches or players for any team in the Local Little League. Nothing herein shall make us partners or joint ventures. The Sponsor and the Local 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 the Local 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.

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Remit Payment to: AJ Little League  
PO BOX 1668  
Apache Junction, AZ 85117

For the above considerations, the Sponsor agrees to make a good faith payment of \$\_\_\_\_\_ to the Apache Junction Little League, understanding that its sponsorship is to benefit the entire league and its operations. All payments are due in full on or before **March 16<sup>th</sup>, 2021** payable by check via US Mail. Please contact the Local Little League if additional payment options are needed. AJLL is a 501(c)(3) charitable organization, EIN 94-2883099. Upon receipt of payment, the Treasurer will issue you a Sponsorship/Donor Contribution Letter for your tax purposes via email.

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Accepted and agreed to:

By \_\_\_\_\_  
Sponsor Representative Signature

\_\_\_\_\_ Date

\_\_\_\_\_ Printed or Typed Name

\_\_\_\_\_ Title

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

\_\_\_\_\_ Phone

\_\_\_\_\_ E-mail address

\_\_\_\_\_ Website URL

**Qualified Levels Only -**

Please indicate preferred shirt size:
T-Shirt Size: __S __M __L __XL __2XL

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

\_\_\_\_\_ Date

\_\_\_\_\_ Printed or Typed Name

FOR INTERNAL USE ONLY

<b>LOGO</b>	<b>Date</b>	<b>SIGN</b>	<b>Date</b>	<b>Misc..</b>	<b>Date/Additional Info</b>
Logo Received		Sign Proof Emailed		Cup & Decal	
Added to Website		Revision Requested		Plaque	
Added to Banner		Final Approval		Team Jersey	Yes / No
		Final sent to Sign Company		Jersey Team/Division	BB MN MJ JR SB MN MJ JR
				Name/Logo on Jersey	