



BERWYN PAOLI AREA LITTLE LEAGUE



# Sponsorship *Enables the Magic*

*Help make a difference in the magical experience of Little League for our community's youth*



## Thank you for considering LITTLE LEAGUE SPONSORSHIP.

Founded in 1960, Berwyn Paoli Area Little League (BPALL) is an all-volunteer organization dedicated to the children and families of our community. As volunteers, we invest our time and sweat-equity with enthusiasm because the experience of Little League goes so far beyond the fields of play.

Baseball/softball are the vehicles, and they are undoubtedly joyous activities for children, volunteers, and spectators alike. But the imparting of life-lessons, the concentration on character building, and the friendships nurtured and grown—these are the true rewards of our program. We are also very proud of our Challenger Division, focused on mentally and physically disabled youth.

But we can't do it alone. For more than 60 years, community members, organizations and businesses have helped make the BPALL dream possible through sponsorship. Your tax-deductible contributions help keep our registration costs low and provide funding for uniforms, equipment, youth umpire training, field maintenance, insurance and more. Help us bring the magic of Little League to life.

## Benefits Enjoyed as a Sponsor

More than any other youth athletic organization, Little League runs on the shoulders of volunteers. And that's what makes it special. Shoulder-to-shoulder, volunteers built Field of Dreams, maintain it, coach and guide our children, even grill-up the tasty burgers.

Your sponsorship makes you a part of this magical coming together of community. And the laughter, joy and growth of our children is a reward to you that goes beyond anything else we can offer. But, in our deep gratitude, we offer much more.

### PROMOTION AT OUR FIELD OF DREAMS COMPLEX

- ★ As we have a centralized home with seven ball-fields, cages and concessions, players, families and fans come early and stay late.
- ★ Be it an outfield sign, team sponsorship (your logo/name on uniform), or capital project donation (scoreboard signage), you will gain immediate and prolonged exposure to a huge audience.
- ★ The BPALL program runs three seasons—spring (primary), summer tournament ball, and fall-ball. That's a lot of foot-traffic and exposure for your brand.
- ★ We also host tournaments and events at Field of Dreams, drawing a stream of visitors from neighboring and distant communities, further expanding your exposure.

### PROMOTION THROUGH ONLINE VEHICLES

These are modern times and our promotional tools are modern too. Through sponsorship, you will leverage our website and social media promotional program to great advantage.

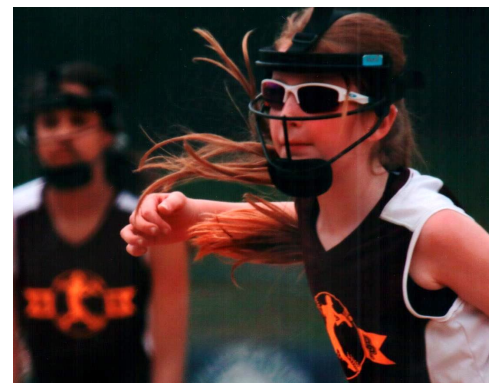
- ★ BPALL Website. All sponsorship levels feature promotional options on our new website. And because we regularly feature new content our/your audience are frequent visitors.
- ★ Facebook. BPALL families and fans come to our Facebook page to post photos/videos, share stories and bond. All sponsorships feature Facebook promotion.
- ★ Email. Select sponsorships feature direct promotion through email. In short, we reach out to our large audience to thank and promote you for your generosity.

We need your help to ensure a successful 2021 BPALL season. Please consider sponsorship. Questions? [amy@biborosch.net](mailto:amy@biborosch.net)

AMY BIBOROSCH, Berwyn Paoli Area Little League, Sponsorship Coordinator

### Exposure Snapshot

300+ local families (400+ kids)  
Neighboring-area visiting teams  
w/ players/families in the 100s  
Our Field of Dreams complex  
Exposure across 3 seasons:  
March through October  
Games and practices DAILY  
through peak season



**Our 2020 season was a safe and fun-filled success. Join us for the season ahead.**

Visit our website: [www.bpall.org](http://www.bpall.org)