



# 2021 CBSL Sponsorship



## New for the 2021 Season

- ◆ Your Logo Banner on display all season for all games played at that field!
- ◆ Your business story will be highlighted in one of the New CBSL Digests sent to over 4,000 emails regularly
- ◆ Your Logo will be included in the CBSL website
- ◆ Team plaque for your business wall



Many savvy Dayton area businesses invest in sponsoring local community sports organizations. Some consider their sponsorship a charitable contribution and others, a form of advertising. Either way, it's a mutual relationship that pays off for the sponsor and the team.

Here are 6 reasons why businesses should sponsor a youth sports organization:

- **Increase awareness of the company's products and services.** Each sponsorship package has benefits for the sponsor built in: field signage, website advertising, featured in CBSL newsletter etc. Through a sponsorship, a company's brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans.
- **A welcomed form of advertising.** In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports.
- **Help keep the cost of youth sports programs low.** Player participation fees cover the majority of the costs of a youth sports program but support from sponsors provides additional resources which can help keep participation fees low. With lower fees, more families are able to afford to sign up and that means more children being able to receive the many benefits of sports.
- **Outstanding value for the dollars invested.** We offer two annual sponsorship packages. One 3' by 5' banner with your company logo will be displayed at CWPDP field for \$275. One 4' by 6' banner with your company logo will be displayed at CWPDP field for \$395. Banners for multiple fields is also available. When comparing the cost of other marketing outlets like print, television and billboard advertising, youth sports sponsorships can be a great value and a smart option to include into the marketing mix.
- **Build goodwill.** Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their youth. This feeling can instill loyalty among a business' current and future patrons.
- **Possible tax incentive.** The CBSL is a registered nonprofit organization. You can get a tax break for making a charitable donation. That is just another added benefit of sponsoring youth sports.

We know that \$275 or \$395 from you to a CBSL youth team goes a long way to offset our rising costs of sports. But what you may find is that your sponsorship also goes a long way to strengthen the bond between your brand and the Centerville / Washington Township community.

**ORDER FORM IS ON THE BACK PLEASE HELP THE CBSL HELP OUR COMMUNITY**

For additional information, please visit CBSL's website at [www.cbldtoday.org](http://www.cbldtoday.org) or send email to [cblstaff@woh.rr.com](mailto:cblstaff@woh.rr.com)

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# Order Form



## 2021 SPONSOR REGISTRATION

### 1. Sponsor Information (required)

Your Name: \_\_\_\_\_ email: \_\_\_\_\_ phone: \_\_\_\_\_  
 Sponsor Name: \_\_\_\_\_ website (for CBSL site): \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

### 2. Banner Preference

#### LARGER BANNER PER SEASON

4' x 6' placed on the outfield fence.

Quantity \_\_\_\_ @ \$395 PER BANNER

#### SMALLER BANNER PER SEASON

3' x 5' placed along baselines.

Qty \_\_\_\_ @ \$275 PER BANNER

### 3. Field Preference (optional)

Choose a field by league:

#### Boys Baseball (circle one) Any Field

Boys Tee Ball - Yankee Park  
 Coach Pitch 1 & 2 - Yankee Park  
 Boys Rookie - Iron Horse Park  
 Boys Minors - Activity Center  
 Boys Majors - Oak Grove Park  
 High School - Schoolhouse and Oak Grove Park

#### Girls Softball (circle one) Any Field

Girls Tee Ball - Activity Center  
 Girls 8U - Activity Center  
 Girls 10U - Oak Creek South  
 Girls 12U - Oak Creek South  
 Girls 14U - Oak Creek South  
 High School - Schoolhouse and Oak Grove Park

Total sponsorship fee \_\_\_\_\_

Note: The CBSL qualifies for 501 C (3) status as a youth sports organization

SPONSOR FEE Please Make Check Payable to Centerville Baseball Softball League (CBSL)

Please send your check to:  
 Centerville Baseball Softball League  
 P.O. Box 41739  
 Centerville, OH 45441

The Centerville Baseball Softball League  
 is a Non-Profit organization.

Questions go to:  
 Jim Ehrensberger  
 937-657-7930  
 jehrensberger@att.net

For additional information, please visit CBSL's website at [www.cblltoday.org](http://www.cblltoday.org) or send email to [cblstaff@woh.rr.com](mailto:cblstaff@woh.rr.com)