

TEAM SPONSORSHIPS

Team sponsorships are WCALL's primary source of financial support and help offset registration costs and league expenses. **Teams are encouraged to meet a \$900 Team Sponsorship Goal through one of these three (3) ways: business sponsorships, pre-approved in-kind donations, and/or pre-approved team fundraisers.**

- Once a team meets the \$900 goal, they may keep 70% of any profit earned beyond \$900 for approved team purchases through the Give-Back Program. Some exclusions apply, refer to program details below.
- Teams that do not meet the \$900 Team Sponsorship Goal may be ineligible for special events such as playoffs and recognitions.
- The Sponsorship Coordinator with assistance of the Treasurer will oversee all sponsorship activities.

1. Business or Private Sponsors

Business or Private sponsorships are monetary donations made in exchange for advertising. Sponsors may select from available park or digital sponsorship packages as listed in the Sponsor Form.

- All sponsors must align with Little League standards.
- All sponsorship monetary donations qualify for the Give-Back Program. (more details below)
- Sponsorship packages include either park signage or digital advertising through livestream service.
- All sponsorship forms and payments must be submitted to the Sponsorship Coordinator and/or Treasurer.**
- Sponsorship Payments must be made by check or digital transfer only. No cash is accepted.**
- Checks payable to:
West Covina American Little League
Tax ID: 95-3930215

2. In-Kind Donations

In-kind donations are non-monetary contributions, such as goods or services, that may be applied toward a team's sponsorship goal.

- In-kind donations are valued at 80% of fair retail value at the time of donation. Documentation is required and must be submitted to the Treasurer.
- All in-kind donation forms must be submitted to the Sponsorship Coordinator and the Treasurer.
- All in-kind donations will be pre-approved by the Sponsorship Coordinator and the Treasurer.
- In-kind donations may be applied toward meeting the \$900 Team Sponsorship Goal but they do not qualify for the Give-Back reimbursement. Refer to the Give-Back Program details below.

3. Team Fundraisers

Team fundraisers are pre-approved activities organized by teams to raise funds toward their \$900 team sponsorship goal.

- All team fundraisers must be submitted to the Sponsorship Coordinator.
- All team fundraisers will be pre-approved by the Sponsorship and Fundraising Coordinators.
- Team fundraisers may not conflict with items sold in the snack bar (e.g., burgers, nachos, drinks) and cannot conflict with the league event calendar.

GIVE-BACK PROGRAM

Once a team satisfies the \$900 Team Sponsorship Goal, the team may be eligible to participate in the Give-Back Program.

The Give-Back Program allows eligible teams to receive reimbursement equal to 70% of monetary sponsorship funds raised in excess of \$900, subject to the conditions outlined below. Reimbursement is issued only after approved expense receipts are submitted.

Eligibility

1. Only monetary sponsorships raised beyond the \$900 Team Sponsorship Goal are eligible for Give-Back reimbursement.
2. In-kind sponsorships may be applied toward meeting the \$900 sponsorship requirement but are not eligible for Give-Back reimbursement.
3. The maximum reimbursement available is 70% of qualifying monetary sponsorship funds raised over \$900.

Reimbursement Conditions

1. Reimbursements are limited to player-focused team expenses used equally among all players (e.g., end-of-season celebrations, team merchandise, or similar team activities).
2. Expense receipts must not include alcohol or gift cards.
3. All receipts must be submitted to the Treasurer by the deadline listed in the League Calendar.
4. The Treasurer will review sponsorship contributions and submitted receipts to confirm eligibility prior to issuing any reimbursement.
5. Any sponsorship funds not reimbursed or claimed in accordance with this program shall revert to the WCALL General Fund.

Examples

Monetary Sponsorships Only: A team raises \$1,400 in monetary sponsorships. The first \$900 satisfies the sponsorship requirement. The remaining \$500 is eligible for the Give-Back Program, allowing a reimbursement of up to \$350 (70%).

Combination of In-Kind and Monetary Sponsorships: A team receives \$900 in approved in-kind donations and \$800 in monetary sponsorships. The sponsorship requirement is satisfied through the in-kind donations. The \$800 monetary sponsorship is eligible for the Give-Back Program, allowing a reimbursement of up to \$560 (70%).

In-Kind Sponsorships Only: A team receives \$1,100 in approved in-kind donations. While the sponsorship requirement is met, no portion qualifies for Give-Back reimbursement because no monetary sponsorships were received.