



Northeastern Little League (NELL)
2024 Sponsorship Packet



NELL Information

It's time to get ready for another great season of baseball at Northeastern Little League (NELL). Sponsors have helped make NELL one of the most popular and successful youth sports programs in the Greater Grand Rapids area and we need your support to keep the league strong for our players and our community.

Non-profit youth sports leagues such as NELL operate with the help of parent and community volunteers, but there are obviously costs associated with running such a program. We strive to keep registration fees as affordable as possible to keep engagement high, but as such, registration fees only cover a portion of our operating costs. The remaining costs are covered by donations from sponsors like you!

Sponsor donations help pay for things like uniforms, equipment, balls, field maintenance, field improvements, umpires, tournaments, and more.

Tax Deductible

Northeastern Little League is a 501(c)(3) nonprofit organization. Your sponsorship is tax-deductible to the extent allowed by law.

About NELL

Areas Served:

Northeast Grand Rapids Area including Cascade, Ada, Grand Rapids Township, City of Grand Rapids

Seasons Played:

Spring: Early April - Mid June

Summer: Host LL District 9 Tournaments and Travel Tournaments

Fall: Late August - Mid October

Participation:

Spring: Over 400 Players

Fall: Over 850+ Players

Baseball & Softball Divisions (Ages 4-14):

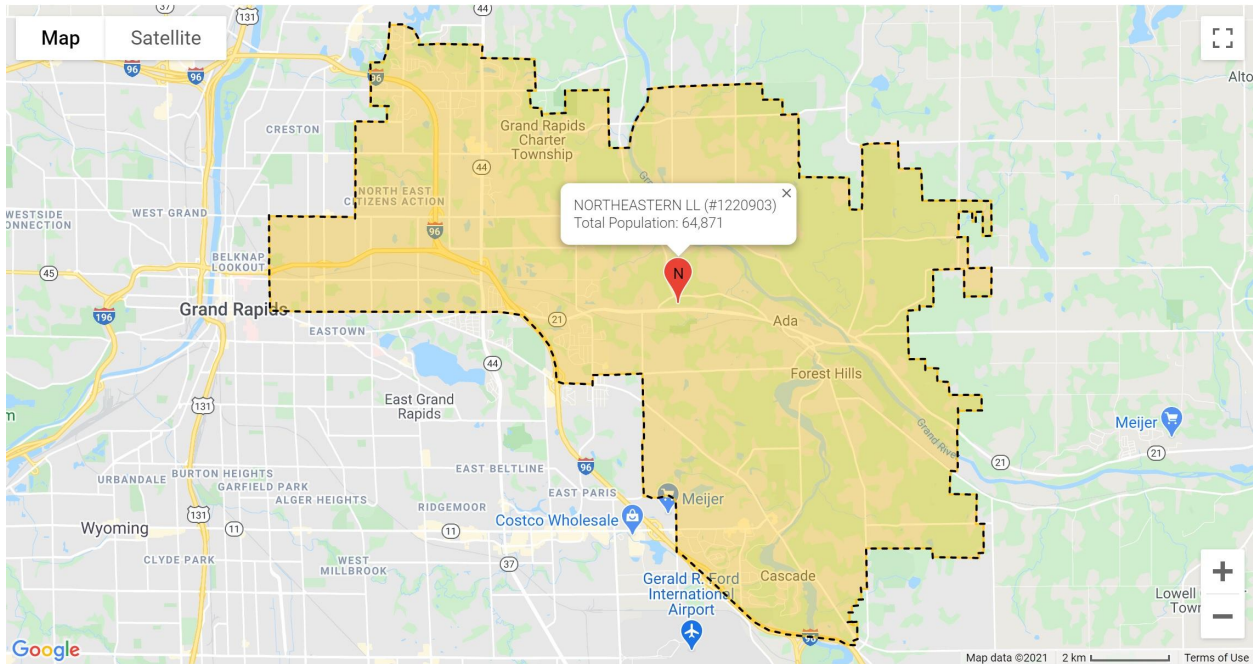
Tee Ball, Minor 1 - Coach Pitch, Minor 2 - Kid Pitch, Majors, Intermediate (50/70), Juniors

Field Location:

Huff Park

2399 Ball Ave NE, Grand Rapids, MI 49505

NELL Demographics



Total Population of NELL Boundaries: 64,871

2022 Participation Level by Zip Code:

49525 - 35.0%
49301 - 21.8%
49505 - 19.8%
49546 - 12.2%
49503 - 7.1%
Other - 4.1%

Median Household Income Levels By Area*:

Ada Township: \$123,848
Cascade Charter Township: \$108,657
Grand Rapids Charter Township: \$103,325

*US Census Bureau Data (2015-2019)

Sponsorship Levels

TEAM SPONSOR (\$500)

Benefit(s):

- Team is named for the Sponsor and Sponsor's large, one color logo appears on the front of all team jerseys, both player and coach. Sponsor is to provide the name of the player/coach whose team is to be sponsored or the division that they would like to sponsor. In the event that the sponsor does not designate a player's team or division to sponsor, the Sponsor's name can be used in any division.
- Sponsor's logo will be displayed for the 2023 season on the league website (www.nellgr.com) with link to website or social media account. Logo will displayed on rotating carousel near footer of every page.

8' x 5' OUTFIELD BANNER SPONSOR (\$300)

Benefit(s):

- Large, 8' x 5' Vinyl Banner displayed on outfield fences of both Little League Baseball fields for 1 year (Spring & Fall seasons). Renew each year! Sponsor must provide high-quality artwork for sign or provide information to appear on banner.
- Sponsor's logo will be displayed for the 2023 season on the league website (www.nellgr.com) with link to website or social media account. Logo will displayed on rotating carousel near footer of every page.

TEAM AND OUTFIELD BANNER SPONSOR (\$750)

Benefit(s):

- The TEAM and OUTFIELD BANNER Sponsorships together, at a discount.

WEBSITE SPONSOR (\$100)

Benefit(s):

- Sponsor's logo will be displayed for the 2023 season on the league website (www.nellgr.com) with link to website or social media account. Logo will displayed on rotating carousel near footer of every page.