



West Madison Little League

2026 Sponsorship Information

We're About a Game...

West Madison Little League is a volunteer-driven, 501(c)(3) non-profit organization that was founded in 1959. WMLL is proud to provide affordable top-quality baseball and softball programs for boys and girls aged 7-16 years with two seasons of play, a family-friendly ballpark, and first-class playing fields. In a typical year, over 1,000 boys and girls play on 90 teams in more than 700 games during West Madison Little League's spring/summer and fall seasons of play.

...And So Much More!

Our mission is to provide supportive high-quality baseball and softball programs, welcoming to all, where players have fun, improve their skills, and learn important life lessons. In support of our mission, WMLL proudly offers a Fall Challenger Baseball League for players with physical and mental disabilities and scholarship support for players whose families need financial assistance.

Benefits of Being a Sponsor

West Madison Little League understands our sponsors desire to make a positive contribution AND promote their business/organization. We offer a variety of ways you can do this.

- Build community goodwill by sponsoring a local family-oriented non-profit with a positive mission
- Directly support 1,000+ boys and girls playing on 90 teams in more than 700 games at WMLL each year
- Increase awareness of your company's products and services through visible signage and digital media
- Qualify for a tax deduction since WMLL is a non-profit 501(c)(3) charitable organization

Our Players, Families & Volunteers = Your Customers

WMLL players reside primarily in the Madison West, Madison Memorial and Middleton-Cross Plains high school attendance areas, but our Fall Ball program also attracts players from the entire city of Madison and surrounding communities. The annual attendance at WMLL's ballpark is estimated to be 36,000+.

- WMLL's spring/summer season runs from late April thru mid-July with ~675 players on 55 teams playing 450 total games, while the fall season runs from late August thru mid-October with ~650 players on 55 teams playing 275 total games.

Choose the Sponsorship that Best Suits Your Needs

West Madison Little League (WMLL) offers a variety of sponsorship opportunities and is happy to work with you to find the sponsorship that works best for your business/organization – including tailored opportunities not in our standard offering.

<\$500/year

- Player Scholarship Fund = \$300+
- Challenger League Fund = \$300+
- Field Sign (Minor Field) = \$400
- Field Sign (Senior Field) = \$450
- **Team (Fall Season Only) = \$500**
- Picnic Porch Brick = \$100 - \$500

\$500-\$1000/year

- Field Sign (Major Field) = \$550
- **Team (Spring/Summer Season) = \$700**
- Dugout (Back Side) = \$1000
- Scoreboard (Minor Field) = \$1000 (not available)
- Scoreboard (Senior Field) = \$1000

>\$1000/year

- **Team (Both Seasons) = \$1050**
- Scoreboard (Major Field) = \$1250 (not available)
- Batting Cage = \$1500
- Picnic Porch = \$2000
- Special Events = contact WMLL

- **Sponsorship terms:** WMLL strives for long-term partnerships with its sponsors and asks for a 3-year commitment for all new sponsors. Year-to-year sponsorships available. Please reach out to discuss options.
- **Discounts & in-kind contributions:** WMLL offers a 5% discount to sponsors that support WMLL with two or more sponsorships in the same year and a 7.5% discount to sponsors that prepay for all three-years of their sponsorship

commitment in advance. WMLL may accept in-kind donations of needed goods or services in lieu of payment.

- **Bonus promotion:** WMLL recognizes all sponsors on WMLL’s website (wml.org). WMLL is pleased to work with sponsors on additional special promotional offerings at the WMLL ballpark or for the WMLL community.

| SPONSOR A WMLL TEAM OR HELP FUND PROGRAMS TO HELP OPEN PLAY TO ALL KIDS IN THE COMMUNITY! | | |
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| Team | <p>Highlight your business/organization via naming rights for a WMLL baseball or softball team.</p> <ul style="list-style-type: none"> • Sponsor names appear on team jerseys, schedules and standings on WMLL’s website and ballpark information board, and in the Sports Connect app that all coaches and families use during season. | <ul style="list-style-type: none"> • Spring/Summer Season: \$700/year • Fall Season: \$500/year • Both Seasons: \$1050/year (save 12%) |

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| Player Scholarship Fund | <p>Support WMLL’s efforts to ensure that every child who <u>wants</u> to play at WMLL <u>can</u> play at WMLL.</p> <ul style="list-style-type: none"> • WMLL’s Player Scholarship Fund provides support to players from families in need of financial assistance. • WMLL’s Challenger League Fund supports WMLL’s Challenger League for players with physical and mental disabilities. | <ul style="list-style-type: none"> • Sponsor: Starting at \$300/year |
| Challenger League Fund | | |

| BE A PART OF WMLL’S FIRST CLASS, FAMILY-FRIENDLY BALLPARK! | | |
|--|---|--|
| Special Events | <p>Promote your business/organization by sponsoring a signature WMLL special event like Opening Weekend, League Tournaments, Home Run Derby, Movie Night at the Ballpark, etc.</p> | <ul style="list-style-type: none"> • Special Events: Contact WMLL |
| Batting Cage | <p>Highlight your business/organization on WMLL’s highly visible and frequently used batting cage during both seasons of play.</p> <ul style="list-style-type: none"> • <i>The batting cage sits adjacent to the main ballpark entryway and is highly visible from Forward Drive and WMLL’s parking lot. Teams gather at and use the batting cage before every game before</i> | <ul style="list-style-type: none"> • Batting Cage: \$1500/year |
| Scoreboard | <p>Advertise your business/organization on a large billboard located immediately above the scoreboard during both seasons of play.</p> <ul style="list-style-type: none"> • <i>As scoreboards are a focal point during every game, scoreboard billboards provide a premium promotional opportunity.</i> | <ul style="list-style-type: none"> • Minor Field (2’ x 5’): \$1000/year • Major Field (2’ x 8’): \$1250/year • Senior Field (2’ x 8’): \$1000/year <i>(Minor & Major not available)</i> |
| Dugout | <p>Promote your business/organization on a 4’ x 4’ sign prominently placed on the back of a WMLL dugout during both seasons of play.</p> <ul style="list-style-type: none"> • <i>As dugouts are a prominent ballpark feature gathering spot, dugout sponsorships provide a unique promotional opportunity.</i> | <ul style="list-style-type: none"> • (Single) Dugout: \$1000/year |
| Field Sign | <p>Highlight your business/organization on a large full-color sign on the outfield fence during both seasons of play.</p> | <ul style="list-style-type: none"> • Minor Field (3’ x 10’): \$400/year • Major Field (4’ x 10’): \$550/year • Senior Field (4’ x 10’): \$450/year |
| Picnic Porch | <p>Advertise your business/organization on two large signs on the WMLL picnic porch, a popular shaded and covered spot with picnic tables heavily used by the WMLL community for gatherings, meals, parties and meetings.</p> | <ul style="list-style-type: none"> • Picnic Porch: \$2000/year |
| Picnic Porch Brick | <p>Feature your business/organization on a sponsor brick permanently mounted inside WMLL’s Picnic Porch.</p> <ul style="list-style-type: none"> • <i>Three sizes are available: LARGE (12” x 12” brick with logo or up to 10 lines of text), MEDIUM (8” x 8” brick with up to 6 lines of text) and SMALL (4” x 8” brick with up to 3 lines of text)</i> | <ul style="list-style-type: none"> • Large Brick: \$500 one-time fee • Medium Brick: \$200 one-time fee • Small Brick: \$100 one-time fee |

Interested in Becoming a Sponsor? Have Questions?

For additional information, please visit [Sponsor Opportunities](#) or contact Executive Director Ryan Allen at executive.director@wml.org.