

OPPORUNTIES FOR

# SPONSORSHIP



Dear Potential Sponsor:

Thank you for considering supporting Summerlin South Little League as a sponsor. We provide an organization for nearly 900 youth each spring and 800 youth each fall to build character, courage, and commitment by playing Little League. Our league is a 501(c)(3) charitable organization under the guidelines established by the IRS tax codes and operates under a charter provided by Little League International.

The registration fees from each player do not cover all of the costs associated with operating a youth sports league, including uniforms, umpires, field maintenance, equipment, safety, insurance, and other expenses. In fact, it costs an average of \$193.57 per player per season just to put on our baseball and softball programs. This excludes the costs associated with entering teams into the Little League International Tournament (All-Star) or the costs associated with other income generating opportunities (the snack bar or merchandise sales).

For this reason, the league solicits sponsors each season to offset these costs and assist in providing a better experience for our players. Your generous support enables us to enhance their Little League experience and keep costs affordable for our players.

This brochure describes a number of different sponsorship opportunities for your organization to consider:

I.	TEAM & LEAGUE SPONSORSHIPS.....	2
II.	SCOREBOARD & PITCH COUNT BOARD SPONSORSHIP .....	3
III.	SPRING EVALUATIONS SPONSORSHIP.....	5
IV.	CUSTOM SPONSORSHIP OPPORTUNITIES.....	7
V.	LITTLE LEAGUE SPONSORSHIP POLICY.....	8

If you have any questions or need additional information, please please call 702-299-6226 or [contact us](#). Thank you for considering supporting our league.

Sincerely,

Summerlin South Little League Board of Directors

**LEAGUE CONTACT INFORMATION**

Summerlin South Little League  
District 4 Nevada  
2775 Desert Marigold Lane  
Las Vegas, Nevada 89135  
702-299-6226 – league phone  
[president@summerlinsouthll.org](mailto:president@summerlinsouthll.org)  
[www.summerlinsouthll.org](http://www.summerlinsouthll.org)

Federal Tax ID 20-5612300

# I. TEAM & LEAGUE SPONSORSHIPS

---

## SPONSOR LEVELS

Each season, the league expects each team to secure a sponsor. There are four different levels of team/league sponsorships available:

**GRAND SLAM:** For any donation of \$2,500 or more, your business will receive a season-long link posted on the league's website, your business name on the jerseys of two teams, a sponsor gift, your business name and website link included in email blasts distributed league-wide, and business name displayed on a banner to be placed at the snack area all season and at our year-end tournament. The league will also provide the teams you sponsor with a banner prominently featuring your business name to hang during games.

**TRIPLE:** For any donation of \$1,000 or more, your business will receive a season-long link posted on the league's website, business name on the jerseys of two teams, a sponsor gift, your business name and website link included in email blasts distributed league-wide, and business name posted at our year-end tournament. The league will also provide the teams you sponsor with a banner prominently featuring your business name to hang during games.

**DOUBLE:** For any donation of \$500, your business will have the business name posted on the league's website, your business name on one team's jersey, a sponsor gift, your business name and website link included in email blasts distributed league-wide, and business name posted at our year-end tournament. The league will also provide the team you sponsor with a banner prominently featuring your business name to hang during games.

**SINGLE:** For any donation of \$100 or more, your business name will be posted on the league's website as a sponsor, unassociated with any team. Note: This level of sponsorship does not get a sponsor's name or logo placed onto a team jersey or banner.

## HOW TO BECOME A TEAM OR LEAGUE SPONSOR

If you wish to become a sponsor, please complete the online [Sponsorship Purchase Agreement](#). Payment can be made by check or credit card. Payment instructions are described in the online agreement. Summerlin South Little League's Federal Tax ID Number is 20-5612300.

## II. SCOREBOARD & PITCH COUNT BOARD SPONSORSHIP

---

Summerlin South Little League is excited to announce a new sponsorship opportunity for our league. Beginning in spring 2017, each Mesa Park field will have a 3'x2' portable scoreboard mounted during games for all spectators and players to see. The scoreboards will be removed and stored when games are not being played. In addition, during each game in the upper baseball divisions (kid pitch divisions), there will also be a similar pitch count board mounted for the games.

Each board will have a sponsor panel along the top as depicted on the enclosed photographs. Sponsorship on each scoreboard or pitch count board are available.

### **BENEFITS:**

- Permanent, custom signage on scoreboard for all non-tee ball games (or all kid pitch games, if pitch counter is selected)
- Scoreboards are designed to be visible from 150'
- Each scoreboard will be mounted at a field for 12-15 games per week (each season lasts approximately 10-12 weeks)
- Each pitch count board will be mounted at a field for 7-10 games per week (each season lasts approximately 10-12 weeks)
- Sponsorship runs each calendar year (including both spring and fall seasons)
- Scoreboards and pitch counters will be mounted for Opening Days
- Permanent website link (logo with click-through) on website page describing field locations (and containing map to the fields)

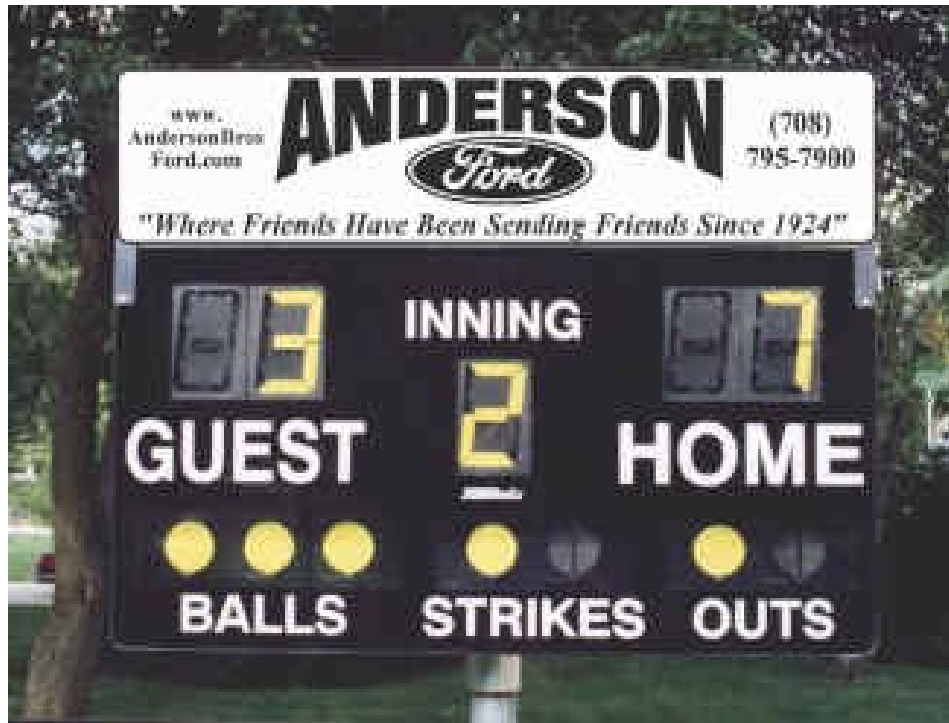
### **PRICING:**

- Scoreboard: \$1,250 per calendar year (price per board; 3 fields available)
- Pitch count board: \$1,000 per calendar year (price per board; 3 fields available)
- Sponsorship includes spring & fall seasons as well as any special events/tournaments
- First come, first-served on choice of field

### **MORE INFORMATION:**

If you wish to sponsor a scoreboard or pitch count board, please call 702-299-6226 or [contact us](#). The photographs on the following page are provided to give you a sense of the scale of the signage.

SCOREBOARD & SIGNAGE EXAMPLES:



### III. SPRING EVALUATIONS SPONSORSHIP

---

Summerlin South Little League is excited to announce another new sponsorship opportunity for our league: the exclusive sponsorship of all baseball and softball evaluations each spring.

Each spring, all players age 9 or older (and many 8-year olds) evaluate (try-out) to be eligible for the draft. Over 400 players go through evaluations each spring.

#### **BENEFITS:**

- Name, logo, and website on all evaluation bibs (see following page for example): each of the 400+ baseball & softball players wears an 8.5" x 5.5" numbered bib during the evaluation
- Exclusive right to a sponsor table at all evaluation sessions
  - Parents & players are typically there an hour for check in, warm ups, and evaluations
  - Table placement would be right next to player check-in table
- Custom sponsor banner hanging behind registration table
- Sponsor mention in all evaluation reminders, emails, announcements, etc. (i.e., 2018 Evaluations are sponsored by ABC Business), along with logo, click through link to website, and contact information on all emails and handouts
- Permanent link (logo with click-through) on website page describing evaluations

#### **PRICING:**

- 3 year commitment beginning in 2018; \$1,000 per year (payable each year);

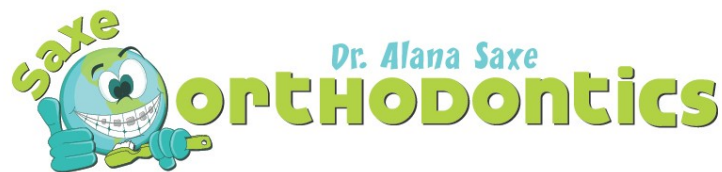
#### **MORE INFORMATION:**

If you wish to sponsor evaluations, please call 702-299-6226 or [contact us](#).

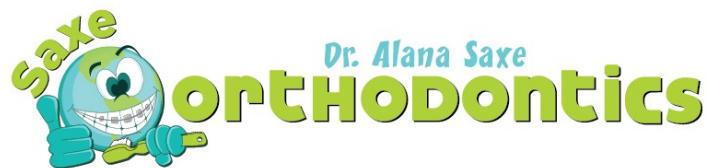
EXAMPLE SPONSOR BIB DESIGNS:



10-04



10-04



## **IV. CUSTOM SPONSORSHIP OPPORTUNITIES**

---

Summerlin South Little League is happy to consider any custom sponsorship proposals, so long as they comply with Little League's sponsorship policy in Section V below and:

- Are consistent with the core values of the Little League program and must clearly benefit the league.
- Provides savings, discounts or benefits, which are tangible, ethical and are targeted at goods and services, which are needed by the league.
- Generate funding to continue, enhance or extend projects and programs, facilities and services of the league.

### **DISTRIBUTION OF COUPONS & FLYERS**

From time to time, the league receives inquiries about distributing coupons or advertisements to our membership. The league's email distribution list contains over 5,000 active email addresses and our social media posts often receive in excess of 1,000 page views. The league has developed the following policy concerning coupon or advertising distribution because of the number of requests received each year to make use of our email distribution lists:

- All coupons or advertising must offer a quantifiable discount or coupon to members of the league (as opposed to just advertising an existing product or service);
- The league will typically only distribute coupons or discounts from organizations that have purchased a team or league sponsorship (outlined in Section I) during the current season as follows:
  - Single sponsorship: No distribution.
  - Double sponsorship: The sponsor's flyer will not be distributed to the league via email, but the sponsor has the option of having a table at Opening Day to pass out flyers or coupons. The league will secure and set up the table (and will select the location for the table) and promote the sponsor's presence at the event over the PA system. The sponsor will be responsible for staffing the table.
  - Triple sponsorship: In addition to the options afforded the Double level sponsors, the sponsor's flyer will be distributed to the email addresses associated with the players registered for the current season (approximately 850 recipients) and also provided to team managers to forward to their teams.
  - Grand Slam sponsorship: In addition to the options afforded the Double level sponsors, the sponsor's flyer will be distributed to the league's entire database of email (over 5,000 recipients).
- If a business is not a current sponsor of the league or a team, the league will not forward its coupon or flyer to team managers.

### **TRADING SPONSORSHIPS**

While the league will consider trading sponsorship benefits for direct benefits or goods for the league, the league will not typically trade sponsorship benefits for the possibility of shared income from a special event or "day" at a local business.

If you wish to discuss a custom sponsorship opportunity, please call 702-299-6226 or [contact us](#).



## V. LITTLE LEAGUE SPONSORSHIP POLICY

---

Sponsors of local Little League should be motivated by the objective of making a community contribution. Local Little League recognizes that there are mutually significant benefits to be derived from sponsorship arrangements with businesses in its community.

The benefits of the sponsorship must go directly to the league. Sponsorship does not give the local sponsor any rights in the operation of the league. Nor does it give the sponsor any rights to use the Little League trademarks.

The negotiation of a local League sponsorship should be managed according to the following procedures:

- No benefit to a sponsor may include direct references to alcohol, tobacco products, or adult content. The league must carefully review sponsors which, according to community standards, may be deemed offensive.
- Must not portray or depict people/material in a way that discriminates against a person or section of the community or on the basis of race, ethnicity, nationality, sex, gender, age, sexual orientation, religion, disability or political belief.
- Sponsorship should be seen as the opportunity to assist youth and help make their community a better place in which to live.
- Sponsorships must be approved by the Board of Directors of local Little League. The league will not enter into an agreement with an organization deemed to be in conflict with the league or its core values.
- A local league sponsorship is not an endorsement of the person, business or any products or services provided by the said person or business. Any use of the Little League Marks implying such endorsement is an infringement.
- Local league sponsorship does not give the local sponsor the right to use Little League International marks or logos.
- Exploitation of the Little League program, a league, a team or individual player for the benefit, financially or otherwise by a sponsor is strictly prohibited.
- Sponsorships can be revoked at any time without refund for violating this policy.