

SPONSORSHIP INFORMATION SHEET



Sponsorships:

- 1) Sponsorship Forms must be completed fully and signed by the team representative who receives the funds. There are corresponding sponsorship forms for Fall/Spring & All-Star seasons – the two are not interchangeable.
- 2) **Sponsorships ≥ \$150** receive a plaque with team photo. It is the responsibility of the team coach and team mom to order plaques, pay for and present to the individual sponsors.
- 3) **Sponsorships ≥ \$250** are allowed to advertise with a banner placed on the outfield fence. If a banner is desired, the advertising fee of \$110 is deducted from the sponsorship amount. Sponsors provide their design (graphics quality art file) and a banner will be ordered by the board. FYI: prior to installation, all banner designs will be reviewed and approved by the sponsor, with final approval by Gwinnett County.
- 4) **Sponsorships ≥ \$500** are allowed to advertise on both softball fields. In this case, the advertising fee is \$220.

IMPORTANT: There are two types of sponsorships, **non-charitable** and **charitable**; depending which is chosen determines with whom the funds are held and impacts for which expenses can or cannot be reimbursed.

Non-Charitable Sponsorships/Donations:

- 1) These funds can be held by the team for any and all softball expenses.
- 2) No reimbursement form or receipts need to be submitted to the board; however, it may be a wise maintain for your own records to support requests for additional funds from parents for the team party, trophies, etc.
- 3) No tax receipt is provided to sponsor/donor.

Charitable Sponsorships/Donations:

- 1) **Must be from a company.** Individuals are not eligible for tax-deductible sponsorships/donations.
- 2) Fund designated Charitable are held and tracked by the Softball Board for reimbursement to the specified team. A tax receipt thanking the sponsor for their support will be sent by the board.
- 3) Reimbursed expenses must **BENEFIT the ENTIRE TEAM** and not a few individual players. **Reimbursable expenses** include ribbons, roster banners, batting cages, team parties, plaques & trophies, sponsor plaques, etc. **Ineligible expenses** would be player registration fees, All-Star registration, helmets, mitts, team bag, etc.
- 4) **Receipts for all eligible expenses to be reimbursed MUST ACCOMPANY** and be detailed in the Expense Reimbursement Form. The form, if not provided, can be found on the Softball website under Softball Forms; <http://www.millcreekaa.net/softball.htm>
- 5) All reimbursement requests must be submitted **within 30 days following the end of the season** in which the expenses were incurred. Multiple requests can be made throughout the season, but please try to limit to one or two, if at all possible.
- 6) **BEWARE: Gift Cards.** Reimbursements for gift cards from charitable sponsorships may create a taxable event for the recipient, i.e. they would need to claim as additional income when filing their annual income tax.

For additional questions and/or information about submitting sponsorship funds and reimbursement requests, please contact the MCAA Softball Treasurer at:

SoftballTreasurer@millcreekaa.net