

Shelby Township Recreation Little League



2010 Baseball & Softball Sponsor Agreement



Thank you for your interest in supporting the youth of the community by considering a sponsorship contribution for Shelby Township Recreation Little League. Sponsorship contributions help to keep operating costs and registration fees down, making participation the sport available to as many children as possible.

Your signature on the contract is your agreement to the terms and benefits listed herein, and allows the Shelby Township Recreation Little League to use your contribution to help provide a quality youth baseball and softball program that imparts the values of teamwork, sportsmanship and fair play.

As a sponsor, please be advised of the following:

- 1) Sponsorship in the Shelby Township Little league does not give the Sponsor any rights or responsibilities in the operation of the program. This agreement does not make the Sponsor and the League partners in any form, and neither shall have the opportunity to represent or bind the other in any manner that to the terms specified herein.
- 2) Sponsors shall have the right to use the following terms in advertisements, posters, brochures, or other promotional materials: "2010 Sponsor for the Shelby Township Recreation Little League". Sponsorship does not give the Sponsor the right to use the word "Official" in connection with its Sponsorship, nor does it give permission to use the "keystone logo" or any Little League Baseball and Softball logo.
- 3) Sponsors may choose any contribution option(s) and will be provided with the promotional benefits of that/those option(s).

Sponsor Options

Team Sponsor – Contribution of \$250

Benefits Include:

- 1) Sponsor may choose a child whose team it will sponsor (no request for team name or uniform color). This will be done on a first-come, first-served basis.
 - Said child's player registration fee will be waived
- 2) Sponsor name will appear:
 - on all league schedules, i.e. *Mike's Sporting Goods Tigers*
 - in the Shelby Township newsletter which is mailed to approximately 30,000 homes in Shelby Township; a cost savings of over \$12,000 for a business to mail to each home
 - in a business card size display ad in the Sponsor booklet, which will be distributed through the coaches and e-mailed to each player, linked on the STRLL website, and made available at the PRM Department office
 - on the Sponsor page of the Shelby Township Recreation Little League website. Add a link to Sponsor's website for \$50
 - on the PRM Department website's sponsor page
- 3) Sponsor or designated representative may agree to be interviewed on Shelby Cable TV at their business or another location
- 4) On Sponsor Day, a designated Saturday during the season, all sponsors will be invited to advertise their business at the parks where games are being held
- 5) A mid-season e-mail to all players to provide coupons from sponsors for a discount or dollars off merchandise or services at your business, i.e. "\$10 off the purchase of any purchase of \$40 or more at *Mike's Sporting Goods*"

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Division Sponsor – Contribution of \$600

Benefits Include:

- 1) Sponsor may choose a child whose team and division it will sponsor (no request for team names or uniform color)
 - Said child's player registration fee will be waived
- 2) Sponsor name will appear:
 - on all league schedules, i.e. *Mike's Sporting Goods Girls Major League Division*. **Note that there may or may not be team sponsors within the division**
 - in the Shelby Township newsletter which is mailed to approximately 30,000 homes in Shelby Township; a cost savings of over \$12,000 for a business to mail to each home
 - in a business card size display ad in the Sponsor booklet, which will be distributed through the coaches and e-mailed to each player, linked on the STRLL website, and made available at the PRM Department office
 - on the Sponsor page of the Shelby Township Recreation Little League website. Add a link to Sponsor's website for \$50
 - on the PRM Department website's sponsor page
- 3) Sponsor or designated representative may agree to be interviewed on Shelby Cable TV at their business or another location
- 4) On Sponsor Day, a designated Saturday during the season, all sponsors will be invited to advertise their business at the parks where games are being held
- 5) One 2' x 4' full color Sponsor banner will be placed at the park where sponsored division plays for the duration of the season
- 6) A mid-season e-mail to all players to provide coupons from sponsors for a discount or dollars off merchandise or services at your business, i.e. *"\$10 off the purchase of any purchase of \$40 or more at Mike's Sporting Goods"*

Field Sponsor – contribution of \$500

Benefits include:

- 1) Sponsor name advertised on a 2' x 10' sign placed on the scoreboard or backstop of a ball field for one full calendar year, making it seen by football and soccer teams as well throughout the year
- 2) The designated field will be named for the Sponsor on schedules for any league that plays on that field; i.e. *Tigers vs Twins @ Home Depot Field #1 – Lombardo Park*
- 3) Sponsor name will appear:
 - in the Shelby Township newsletter which is mailed to approximately 30,000 homes in Shelby Township; a cost savings of over \$12,000 for a business to mail to each home
 - in a business card size display ad in the Sponsor booklet, which will be distributed through the coaches to each player and made available at the PRM Department office
 - on the Sponsor page of the Shelby Township Recreation Little League website. Add a link to Sponsor's website for \$50
 - on the PRM Department website's sponsor page
- 4) A mid-season e-mail to all players to provide coupons from sponsors for a discount or dollars off merchandise or services at your business, i.e. *"\$10 off the purchase of any purchase of \$40 or more at Mike's Sporting Goods"*

Player Sponsor – contribution of \$25

Benefits include:

- 1) A business card sized display ad in the Sponsor booklet, which will be distributed through the coaches and e-mailed to each player, linked on the STRLL website, and made available at the PRM Department office, i.e. *"Good Luck this Season Joey Smith - Boy's Majors Baseball Love. Mom, Dad & Molly"*
- 2) A "Fan Sign" with player's name that parents can bring and display at their child's games



Shelby Township Recreation Little League

2010 Baseball & Softball

Sponsor Contract



Team Sponsor – contribution of \$250 per team Number of Sponsorships _____ Amount \$ _____
Division Sponsor – contribution of \$600 per division Number of Sponsorships _____ Amount \$ _____
Field Sponsor – contribution of \$500 per field Number of Sponsorships _____ Amount \$ _____
Player Sponsor – contribution of \$25 per player Number of Sponsorships _____ Amount \$ _____
 Player Name (s) _____

Name of Sponsoring Business _____

Mailing Address (street) _____ City/Zip _____

Contact Name _____ Daytime Phone _____

E-mail Address _____ Alternate Phone _____

Returning Sponsor from 2009 Season? Yes _____ No _____

Team and Division Sponsors: Name of designated child for free registration _____

Division Sponsors: (circle) Coed Tee Ball Baseball Softball Rookie Minor Major Junior Senior
(circle) American - Mon & Wed (Fri/Sat) National - Tue & Thu (Fri/Sat) Other

Field Sponsors: Name of park requested for sign placement - choice #1 _____
choice #2 _____

NOTE: Any logos or artwork to be used on banners or signs may be submitted electronically via e-mail to shelbyprm@shelbytp.org or mailed to the Shelby Township Parks, Recreation & Maintenance Department at 52700 Van Dyke Avenue, Shelby Township, MI 48316

Payment Information

- 1) Sponsor fees are due by Monday, March 1 and may be made payable by cash, check, money order, Visa, or MasterCard.
- 2) Checks or money orders should be made payable to: **Shelby Township Parks, Recreation and Maintenance Department.** Check or money order # _____
- 3) For credit card payment please indicate:
 Card Number _____ Expiration Date _____
 Name on Card _____
- 4) Total Amount Paid \$ _____

As a Shelby Township Little League Sponsor, by signing below I agree to the terms and benefits listed in this document and that the information I have completed and am submitting in this contract is correct to the best of my knowledge. Further, I agree to submit my payment by the deadline date of March 1 to allow sufficient time for banners and/or signs to be made, and understand that if payment is late it may delay the printing of my banners and/or signs as well as the placement of by website listing and/or link.

Sponsor's Signature

Today's Date