

Chollas Lake Little League
PO Box 152153
San Diego, CA 92195
www.chollaslakelittleleague.com

Chollas Lake Little League is a nonprofit 501(c)(3) California public benefit corporation and chartered Little League Organization.



November 2021

Dear Potential Sponsor:

For more than sixty-three years, Chollas Lake Little League has been making Little League baseball a reality for more than 125 children, per season, ages 4 to 14, in Central San Diego. We would like to increase this number, while keeping it affordable for families in our community.

Due to the elimination of physical education activities from public schools around the nation, participation in outside organized sports becomes very important.

Did you know that registration revenue alone doesn't come close to covering our ongoing expenses?

Our Sponsors play a critical role in helping us close this revenue gap. In addition, Sponsor support allows us to provide access to an invaluable character-forming program for families who could not otherwise afford to participate.

Sponsorship creates a "win-win":

- Chollas Lake Little League is operated entirely by volunteers. 100% of your donation goes directly to the league!
- Be a good corporate citizen; support the youth in our community.
- We promote our Sponsors to hundreds of families, which builds exposure for your business.

We accept cash and in-kind* donations of goods and services. Sponsors who make an in-kind donation will receive benefits based on the regular retail value of the goods or services provided. In-kind donations must be directly related to the needs of our League (e.g., equipment rental, field supplies, etc.).

Please take the time today to renew or join us as a new Sponsor. You can view the list of benefits to find a sponsorship level that works for you (see attached). Returning sponsors will be happy to notice that **we have added an additional sponsorship opportunity for the 2022 season!**

If you have any questions, please contact me.

Thank you for your support!

Sincerely,

Ashley Cooper and Deborah Stacey
Sponsorship Coordinators, CLLL
619.335.0107

** In-kind donations must directly benefit the league; coupons and gift certificates do not qualify. Please ask if your in-kind donation qualifies.*

Sponsor Registration Form

Company
Contact
Title
Address
City, ST, Zip
Work Phone
Mobile Phone
E-mail Address
Web Site

Donation type:

- Cash
- In-kind (i.e., goods and/or services), please describe:

Optional:

- We don't need sponsor benefits, please keep all of the money for the league.
- We would like ___ extra banners at \$100 ea.

Please display banner(s) on*:

- Junior
- Majors
- Minors
- Coach Pitch

Select a sponsorship level:

- Hit-and-Run Sponsor: \$150
- Ground Rule Double Sponsor: \$350
- Grand Slam Club: \$500
- Power Hitter: \$750
- All Star Club (limited): \$1000
- Diamond Club (limited): \$2000
- Founders Club: \$5000

Return this form with payment to:

Chollas Lake Little League
ATTN: Sponsorship Coordinators
PO Box 152153
San Diego, CA 92195

TERMS AND CONDITIONS

This agreement between Chollas Lake Little League (hereinafter, "CLLL") and the above-mentioned Company, or Contact, if personal sponsorship (hereinafter, "Sponsor"), is for the 2022 season.

Sponsorship of CLLL must be, for the Sponsor, out of a sense of duty to help the community. While Sponsorship does afford some benefits, the higher purpose is to help CLLL impart the values of teamwork, sportsmanship, and fair play to the children of the community, so that they may someday use these values in becoming good citizens.

Sponsorship of CLLL does not permit the Sponsor to have any rights or responsibilities in the operation of CLLL or any of its Teams, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches, or players for any team in CLLL. Nothing herein shall make us partners or joint ventures. The Sponsor and CLLL are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified herein.

Any reference to the Sponsorship under this agreement must make it clear that the Sponsorship is with CLLL ONLY, and NOT with Little League Baseball and Softball, the organization. Use of the marks or logos of Little League Baseball and Softball by any local Sponsor is prohibited, unless permission is expressly granted in writing by Little League Baseball, Incorporated.

Sponsor Representative Signature Printed or Typed Name Title Date

Sponsorship Levels and Benefits

Hit-and-Run Sponsor \$150

- Business logo on CLLL sponsors' pride shirt
- Recognition at Opening Day Ceremonies
- Listed as a Sponsor on the CLLL website (www.chollaslakelittleleague.com) which can be linked to your company's website.

Ground-Rule Double Sponsor: \$350

- 4 x 6 foot banner with company logo displayed at CLLL field*
- Plus receive the benefits of Hit-and-Run Sponsor level listed above
- Home base recognition sponsor plaque

Grand Slam Club: \$500

- 2 - 4 x 6 foot banners with company logo displayed at CLLL fields*
- *The opportunity to throw out the ceremonial first pitch.*
- Opportunity to promote a monthly business special on CLLL website and through Facebook/Instagram announcements.
- *50% off your registration of one child.*
- Plus, all the benefits associated with sponsorship levels above (**max 2 banners**).

Power Hitter: \$750

- Your business name is printed on the sleeve of each team member's practice shirt, for the division/team you are sponsoring.
- Plus, all the benefits associated with sponsorship levels above.

- Juniors Team Sponsor
- Majors Team Sponsor
- Minors Team Sponsor
- Caps Team Sponsor
- Coach Pitch Team Sponsor

All Star Club (limited): \$1,000

- You will have a dugout named after you for the current season!
- You will be recognized by special announcements at games throughout the season.
- *50% off your registration of up to two children.*
- Plus, all the benefits associated with sponsorship levels above.

Diamond Club (limited): \$2,000

- You will sponsor a team in the Juniors division! Your name or logo will be displayed on every player's game jersey
- Plus, all the benefits associated with sponsorship levels above.

Founders Club (A significant donation towards structures): \$5,000+

- A capital improvement will be named after you (a list will be provided upon request).
- 100% off your registration of up to four children playing in the league for this season.
- Web page dedicated to your company/business on the chollaslittleleague.org website.
- Plus, all the benefits associated with sponsorship levels above.

* Depending on sponsorship level max of 2 banners are included. Actual size may vary based on artwork dimensions and field selected. Additional banners can be purchased and displayed on other CLLL fields for \$100 each.

Want to sponsor us another way? Let us know what you would like to do, and we'll see if it is feasible. If you are a licensed contractor, plumber, electrician, or landscaper, we can always use your help!