



January, 2018

Dear Business Owner,

I would like to take this opportunity to introduce you to Brick Little League. BLL has a proud tradition of providing a fun, safe, and competitive baseball experience for the youth of Brick Township. In 2017 we had over 650 players, boys and girls between the ages of 4 and 16 learning and growing while playing the great game of baseball.

Brick Little League is guided by a board of directors and dedicated parents, all volunteers. Our primary revenue source is registration fees paid by families, proceeds from our league-operated snack stand, and donations received by generous individuals and businesses.

In order to continue to provide this rewarding experience for our youth, we offer area businesses an opportunity to become a "League Sponsor". Your tax-deductible contribution will be targeted exclusively to offset the growing costs of equipment, player insurance, and operational expenses.

*By having your company logo and important business information displayed on a sign at our playing facility and on our website, **you'll have access to a captive audience.** Hundreds of players, their families, and fans will be exposed to your marketing message **every day throughout the 2018 season.** You'll find that appreciative parents go out of their way to shop at businesses that support youth sports and their community.*

Please take a moment to review the enclosed sponsorship packages and, hopefully, you'll find one that best fits your business plan and budget. BLL thanks you in advance for your time and consideration of our efforts.

Respectfully yours,

Richard Jinks
Fundraising Director
Brick Little League

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Brick Little League is a non-profit organization