

Co-Branding Community Sponsorship



2019 baseball season

We are looking for a pillar of our community, just like you.



A big big thank you for your sponsorship consideration!

MTYAA PONY Baseball is a non-profit organization with a mission to help develop our communities youth through sports. As a non-profit and in order to fulfill this mission, our league needs the help from the community of businesses in our direct area in order to fund the fields, equipment, administrative responsibilities, and scholarships for children who come from low income households.

We do hope that your company will contribute to our league through a co-branding sponsorship. We feel that together we can mutually benefit from our sponsorship opportunities as described below.

Descriptions of Co-Branding and Sponsorship Opportunities

1.) Sponsor's name added to team uniform: Our players are proud of their teams, themselves, and their achievements. Depending on the team, you will see our players sporting team hats, batting practice jerseys, hoodies, or other gear with their sponsors brand on them throughout the community. This is a great way to get your company's name out there in the community during the season and off-season.

2.) Vinyl Banner: Every sponsor that opts in for the "League Sponsorship" or the "Team Sponsorship - A" will have a vinyl banner with grommets printed up and our coaches and board members will hang them up during our leagues games.

3.) Logo added to our website sponsorship directory: With over 900 members in our contact lists and a strong following of returning families and new families, the MTYAA PONY Baseball website is the perfect place to showcase your company as a proud sponsor. Your logo will link/redirect the visitor of our website directly to your company's website and/or special landing page.

4.) Ad included in our bi-weekly newsletter: With over 900 community members in our contact list, we ensure that our "League Sponsors" get to have a home in our bi-weekly newsletter. A sponsor can include their own content, coupon, ad, and/or special image file for our email newsletter distribution.

Our email newsletter distributions begin in the December and end with the conclusion of the Fall Ball season.

5.) Home page rotating ad: Up front and center, one of the first things that our community will see on our website is a "League Sponsor's" brand through this ad space. We are proud of our sponsors and we'll do all that we can to help you increase your brand's awareness.

6.) Team Plaque: For all of our proud sponsors, we'll provide your company with a plaque with a team photo baked into it. Plaques will be provided to you at season end and/or upon receiving the completed product from photographer.

7.) Social Media advertising: We have nearly 600 followers on Facebook and have just launched our Instagram and Twitter. Our "League Sponsor's" will get a ad post every month from winter to the conclusion of the fall season.

*All of our sponsors will be posted as proud sponsors of our league despite sponsorship level.

Co-Branding Sponsorship Options

League Sponsorship - A

- Sponsor logo added to an article of team gear
- Vinyl Banner
- Company logo added to our website sponsorship directory
- Sponsors will be included in our regular league newsletters.
- Home page rotating ad
- Team Plaque
- Recurring social media ad announcements

\$1,500.00_____

League Sponsorship - B

- Sponsor logo added to an article of team gear
- Vinyl Banner
- Sponsors will be included in our regular league newsletters.
- Company logo added to our website sponsorship directory
- Team Plaque
- Social media announcement

\$1,000.00_____

Team Sponsorship - A

- Prizes for the Raffle
- Company logo added to our website sponsorship directory
- Team Plaque
- Social media announcement

\$600.00_____

Team Sponsorship - B

- Company logo added to our website sponsorship directory
- Team Plaque
- Social media announcement

\$250.00_____

Sponsor Form and Disclosure

League/Team	
Division	
Company (Sponsor)	
Address	
Phone Number	
Primary Contact	
Email Address	
Website URL/Domain Name	
Facebook URL	
Instagram Name	
Twitter Handle	

Sponsor Representative Signature: _____ Date: _____
 ____/____/____

Allocation of sponsorship: Team Use _____ League Use _____

Directed Purpose (Optional)

Specify Special Request	
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Sponsors can opt out of recognition from the league/team.

Specify Opt-out:	
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*Please make checks payable to MTYAA Baseball. Address: P.O. Box 159, Mountlake Terrace, WA 98043

**Please keep a copy of this form as your receipt. Our Federal Tax Identification Number is: 91-0827485

***If there are any questions, please email to publicrelations@mtyaabaseball.org

Disclosures:

MTYAA Baseball is a member of the Mountlake Terrace Youth Athletic Association and is a qualified 501(c)(3) non-profit organization as defined by the Internal Revenue Service. MTYAA Baseball is dedicated to the development of youth through organized sports. Your donations assist MTYAA Baseball in providing opportunities to our area's youth.

After a team obtains a league minimum in sponsorship donations, any further donations can be specified for team use, league use or directed purpose (The League will retain 25% of the amount above the minimum). If your sponsored team has reached their minimum required sponsorship amount, the sponsor may specify the purpose for the donation to be used. If nothing is specified, donation will be used for league operations.

It is mutually agreed that the Sponsor's participation in the league is limited to that of financial contributor, that there are no obligations or responsibilities on the part of the sponsor and that no liability is assumed by the sponsor for any risks and hazards incidental to participation in the league by players, volunteers, workers, spectators, or others associated with the league or team. The sponsor further understands and agrees that the selection of players, managers, and coaches shall be the sole responsibility of the designated league and team officials.