

## PITTSFORD LITTLE LEAGUE

# Let's Team Up



Spring 2020

Dear Business or Civic Leader:

For more than 65-years, the Pittsford Little League (PLL) has provided an educational, fun and encouraging baseball and softball experience for families in Pittsford and East Rochester. If you participated in Little League growing up, you know the unique experience that we create, and no doubt have many fond memories that will last a lifetime.

- ***The league is open to all boys and girls ages 4 to 16 in Pittsford and East Rochester.***
- ***We celebrate players of all skill levels and abilities; we believe “if you want to play, you can play”. We also offer Challenger baseball, an adaptive program for children with physical or intellectual disabilities.***
- ***Beyond baseball or softball, we teach life lessons in leadership, perseverance, discipline, sportsmanship, and teamwork.***

As a chartered member of Little League International, the league is registered as a 501c(3) non-profit, and is operated by volunteers from within the community. Today, the PLL's Board of Directors and our young players ask for your support as a sponsor of our 2020 season.

Teaming up with the PLL is win-win. Beyond supporting the league, sponsorship puts your company or civic organization on display to thousands of spectators each year.

- ***The key demographic traits of adult attendees are highly educated, has a disposable income, and are decision-makers in our community and/or in their household.***
- ***More than 700 children from Pittsford and East Rochester play in the league every year; their families traffic our website and Facebook page and attend at least a dozen games.***
- ***Over 200 of our older players also play on PLL travel teams – games are played in Pittsford, East Rochester and throughout Monroe County – offering your organization even more exposure. All told, our fields play host to more than 1,000 games and practices each season.***

For 2020, we have five levels of sponsorship ranging from \$250 to \$1,000; these are outlined on the next page and [online](#). Every dollar of your sponsorship is tax-deductible and will help us maintain our facilities, replace worn equipment, purchase uniforms and ensure every participant has a great experience.

On behalf of every PLL family in Pittsford and East Rochester, thanks in advance for your consideration and for your anticipated support in 2020.

Warmest regards,

Jenalee Herb  
Sponsorship Director, Pittsford Little League



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## 2020 SPONSORSHIP OPPORTUNITIES



### **\$250 ROOKIE SPONSOR**

- Field banner or banner ad on PLL website

### **\$300 TEAM SPONSOR**

- Company name or logo on the front of team jersey
- Team photo plaque

### **\$500 MVP SPONSOR**

- Field banner
- Company name or logo on the front of team jersey
- Banner ad on PLL website
- Recognition (company name and link) on PLL website
- Team photo plaque

### **\$750 HOME RUN SPONSOR**

- Field banner
- Sponsorship recognition during Opening Day ceremonies
- Company name or logo on the front of team jersey
- Banner ad on PLL website
- Recognition (company name and link) on PLL website
- Team photo plaque

### **\$1,000 GRAND SLAM SPONSOR**

- Backstop banner - premium location
- Display table at Opening Day ceremonies
- Sponsorship recognition during Opening Day ceremonies
- Company name or logo on the front of team jersey
- Banner ad on PLL website
- Recognition (company name and link) on PLL website
- Team photo plaque

Field and backstop banners are displayed April through October; website banner ads are displayed April through March; sponsorships involving team jerseys are for the spring season (April through June). There is a \$100 set-up fee for new field and backstop banners.

For more information or to become a sponsor:

Contact [Jenalee Herb](#), Sponsorship Director, Pittsford Little League.

Visit the Pittsford Little League online – [Sponsor Information](#), [Sponsor Registration](#).

Thank you!!!