



To all MYAA Softball Current and Prospective Sponsors,

For many years the Medford MYAA Softball program has provided our Community's young student athletes with knowledgeable coaches and resources to maximize their skills and reach their full potential on and off the softball field. For several years now, public assistance has been eliminated and we must rely on registration fees and the generosity of our Sponsors.

This year more than ever, we require help from our community. We recognize that we're all struggling due to the pandemic. While our Travel program was able to play a shortened summer season and a close-to-normal season in the fall, we did lose our entire recreational season last spring and we had to cancel our Renegade Rumble tournament. Even though we lost these two large sources of revenue, we still had to maintain our fields and complex so that we can have a season this year.

Pre-COVID MYAA softball was making good strides to make additional improvements to our 20-acre MYAA Softball Hartford Complex facility which the program is now responsible for maintaining, along with upgrades to the instructional programs that we provide. These include:

#### **Improved instructional program Improvements**

- Our developmental league for girls aged 6U to 14U, is aimed at improving the approach to coaching and skill development. A detailed developmental program has been designed to invest in improving the girls' skills, as well as our coaching instruction.
- The Travel program rebranded and is now known as **Renegades Softball**. This will keep us aligned with our other Medford Sports Travel Programs, as well as provide consistency as the girls move towards Shawnee High School.

#### **Facility Improvements**

- Update concession stand to provide outstanding quality and selection of food and snack items
- Update, improve and expand our bathroom facilities
- Improve the field house, storage and game booth facilities
- Improve field conditions to reduce injury and improve playing experience
- **"Renegade Rumble" Softball Tournament** May 2nd -May 3rd. This a Medford hosted Softball tournament!

Now that we're in a COVID (and hopefully post-COVID world soon!) we need to rely on our partners simply to help make sure the grass is cut and the lights can stay on for our night games.

**Sponsorship is an extremely important component to the success of the girls' softball program and experience. We would hope that you would consider sponsorship for the upcoming 2021 Season.** We can offer you the opportunity to support our girls and our team and provide advertising and exposure for your business.

Each weekend throughout the Spring, Summer and Fall seasons, our fields at the Hartford Complex are used to host Softball tournaments which provide increased exposure of your sponsorship to several hundred families from the region.

Below is an outline of our Sponsorship opportunities for 2021. We are also open to any other sponsorship ideas that you may have to increase your business's exposure.

Visit us at: [myaa-softball.com](http://myaa-softball.com)

TYPE	DESCRIPTION	COST
<b>Basic Sponsorship</b>	Customizable advertising on MYAA Website Homepage and hyperlink to sponsor website	\$400
	Customized Banner displayed at Hartford Complex	
	Renewal rates-after first year (banner not required)	\$300
<b>Team Sponsorship- Developmental/ Recreational League</b>	Basic Sponsorship Benefits Above + PLUS +	\$750
	Company name and logo advertised on players' uniform	
	Commemorative team photo with the company name	
	*Note: The number of team sponsorships available each Spring season are dependent on the final number of teams	
<b>Other Sponsorship</b>	If you have any other creative sponsorship ideas in support of MYAA Girls Softball, please let us know!	TBD
Please make checks payable to "MYAA Softball"		
Mail to: Chris Smith 43 Skeet Rd Medford, NJ 08055		

We believe Softball is an amazing sport and there are many life lessons to learn including the value of teamwork, commitment and most importantly to enhance the players love for the game.

Thank you for your support,

**Chris Smith**  
**MYAA Softball Commissioner**  
**609-367-5108 (cell) – Please call/text with any questions!**