



To all MYAA Softball 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. Over the past several years, public assistance has been eliminated and we must rely on registration fees and the generosity of our Sponsors.

In 2016, the MYAA Softball program was reorganized with a new leadership team. This team has been actively addressing improvements to the development of the softball programs and the needed improvements to the 20-acre MYAA Softball Hartford Complex facility which the program is now responsible for maintaining. 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!

**Sponsorship is an extremely important component to the success of the girls' softball program and experience. We would like to count on your sponsorship for the upcoming 2020 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 2020. We are also open to any other sponsorship ideas that you may have to increase your business's exposure.

Visit us at: [www.myaa-softball.com](http://www.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
<b>Please make checks payable to "MYAA Softball"</b>		
<b>Mail to: Chris Smith 43 Skeet Rd Medford, NJ 08055</b>		

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**