



**Post Office Box 1693 ♦ Mechanicsville, Virginia 23116**  
**<http://www.atleelittleleague.org>**

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November 20, 2016

Dear Community Partner:

Atlee Little League is proud to be entering its 50th year of providing the boys and girls of our community with the opportunity to enjoy baseball and softball. As a league, we take great pride in being able to offer a positive, nurturing environment where our children learn the value of teamwork while also experiencing and overcoming the challenges inherent to Little League competition. Be assured that under the leadership of the current Board of Directors we are not only committed to continuing the strong tradition of Atlee Little League Baseball and Softball, but are constantly looking for ways to move the league forward, also.

Currently, the league owns and operates a fifty- acre baseball/softball facility that includes nine fields and six batting cages. The expense of maintaining this facility falls squarely on the shoulders of the league, as we do not receive any financial support from Hanover County or other agencies. Player fees, field rental fees, and concession stand proceeds are used to offset annual operating expenses, while money raised from corporate sponsorships is targeted for facility improvements needed to keep our facility one of the finest in the Richmond Metropolitan area.

As we plan for the upcoming 2017 season, we are once again counting on local businesses to help make our participants' experiences the best that they can be through corporate sponsorships. In addition to outfield banners, we are offering your company an opportunity to support Atlee Little League through team sponsorships, website recognition, and other forms. Please refer to the attached informational sheet for details on our sponsorship opportunities and information on how to become a corporate partner. The success of this effort is vital to the continued health and welfare of our programs.

On behalf of the Atlee Little League Board of Directors and our participants, thank you for your consideration of this opportunity. We look forward to having your company partner with us as we continue our community's proud tradition of Little League Baseball and Softball.

With Gratitude,

Jamie Batten  
League President  
(804) 629-8049  
[president@atleelittleleague.com](mailto:president@atleelittleleague.com)



# 2017 SPONSORSHIP LEVELS AND BENEFITS

## **Atlee Day Vendor \$25 + Raffle item:**

- ◆ Display your items/service on opening day, April 22<sup>nd</sup>
- ◆ Donation of a raffle item
- ◆ Acknowledgement during opening ceremonies
- ◆ Supply your own table/tent
- ◆ Set-up will begin at 8:30 a.m.

## **Website Only \$150:**

- ◆ Business logo included on the Atlee Little League website

## **League Sponsor \$500:**

- ◆ Business listed on sponsorship banner displayed on outfield fencing
- ◆ Business logo included on Atlee Little League website
- ◆ Business listed in “Atlee Day” game day program

## **National Sponsor \$750:**

- ◆ Business listed on sponsorship banner displayed on the dugout
- ◆ Opening Day onsite business set up for sales/promotions
- ◆ Business listed on “Atlee Day” via business signage
- ◆ Business listed in “Atlee Day” game day program
- ◆ Business logo included on Atlee Little League website

## **American Sponsor \$2,000-\$3,000:**

- ◆ Business banner displayed next to scoreboard or on backstop fencing
- ◆ Opening Day Sponsor with onsite business set up for sales/promotions
- ◆ Business listed on “Atlee Day” via business signage
- ◆ Business listed in “Atlee Day” game day program
- ◆ Business logo included on Atlee Little League website
- ◆ Participates in the ceremonial first pitch on “Atlee Day”

## **Uniform Sponsor (Again for 2017):**

- ◆ Business advertisement on the sleeves of specified uniform shirt
- ◆ Pricing will vary depending on the number of teams sponsored

## **For More Information Contact**

**Mike Proffitt**

marketing@atleelittleleague.org

**or**

**Jamie Batten**

president@atleelittleleague.org



# 2017 SPONSORSHIP SPECIAL

**Limited Time  
Only**

## **Special Sponsor \$400:**

- ◆ Business listed on sponsorship banner displayed on outfield fencing
- ◆ Business logo included on Atlee Little League website
- ◆ On-site TV advertisement at Complex
- ◆ Vendor Space on opening day – April 22<sup>nd</sup>
- ◆ Business listed in “Atlee Day” game day program

Company Name:

Contact Person:

Address:

City:

State:

Zip:

Phone:

Alternate Phone:

Email:

Website:

Description of Raffle Item (Estimated Value: \$\_\_\_\_\_):

Please explain any special accommodations. \_\_\_\_\_

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**or**

**Jamie Batten**

president@atleelittleleague.org

**or**

**Christi Loving**

secretary@atleelittleleague.org



# VENDOR SIGN UP

## OPENING DAY, SATURDAY, APRIL 22<sup>nd</sup>

Are you a current 2016 sponsor?     Yes     No

Company Name:

Contact Person:

Address:

City:

State:

Zip:

Phone:

Alternate Phone:

Email:

Website:

Description of Raffle Item (Estimated Value: \$\_\_\_\_\_):

Please explain any special accommodations. \_\_\_\_\_

Would you like sponsorship information?     Yes     No

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