



Post Office Box 1693 ♦ Mechanicsville, VA 23116

Atlee Youth Sports Complex ♦ 8324 Whippoorwill Rd ♦ Mechanicsville, VA 23116

<http://www.atleelittleleague.org>

October 9, 2019

Dear Community Partner:

Atlee Little League is proud to be entering its 53rd 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 2020 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.org



2020 SPONSORSHIP LEVELS AND BENEFITS

Banner Only \$250 – Renewal \$150:

- ♦ Business listed on a sponsorship banner displayed on outfield fencing.

League Sponsor \$500 – Renewal \$300:

- ♦ Business listed on sponsorship banner displayed on outfield fencing.
- ♦ On-site tv advertisement at the concession stand
- ♦ Business listed in “Atlee Day” game day program
- ♦ Business logo included on Atlee Little League website

National Sponsor \$750:

- ♦ Business listed on sponsorship banner displayed on the dugout or bullpen fencing.
- ♦ Opening Day onsite business set up for sales/promotions
- ♦ On-site tv advertisement at the concession stand
- ♦ Business listed in “Atlee Day” game day program
- ♦ Business logo included on Atlee Little League website

American Sponsor \$2,500 and up:

- ♦ Four additional banners displayed with your business logo to be placed on the outfield fencing of two other fields
- ♦ On-site tv advertisement at the concession stand
- ♦ Opening Day Sponsor with onsite business set up for sales/promotions
- ♦ 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 \$350; Multiple Team Discounts Available

- ♦ Business advertisement on the back of back of specified team shirts.

For More Information Contact

Chris Jacoby

marketing@atleelittleleague.org

or

Team Member

marketingteam@atleelittleleague.org

Opening Day Program

Deadline

March 15, 2020



Contact:

Dawnee Smith
secretary@atleelittleleague.org

All ads will be in
color, pricing is:

Full Page - \$200.00

Half Page - \$100.00

Quarter Page - \$50.00

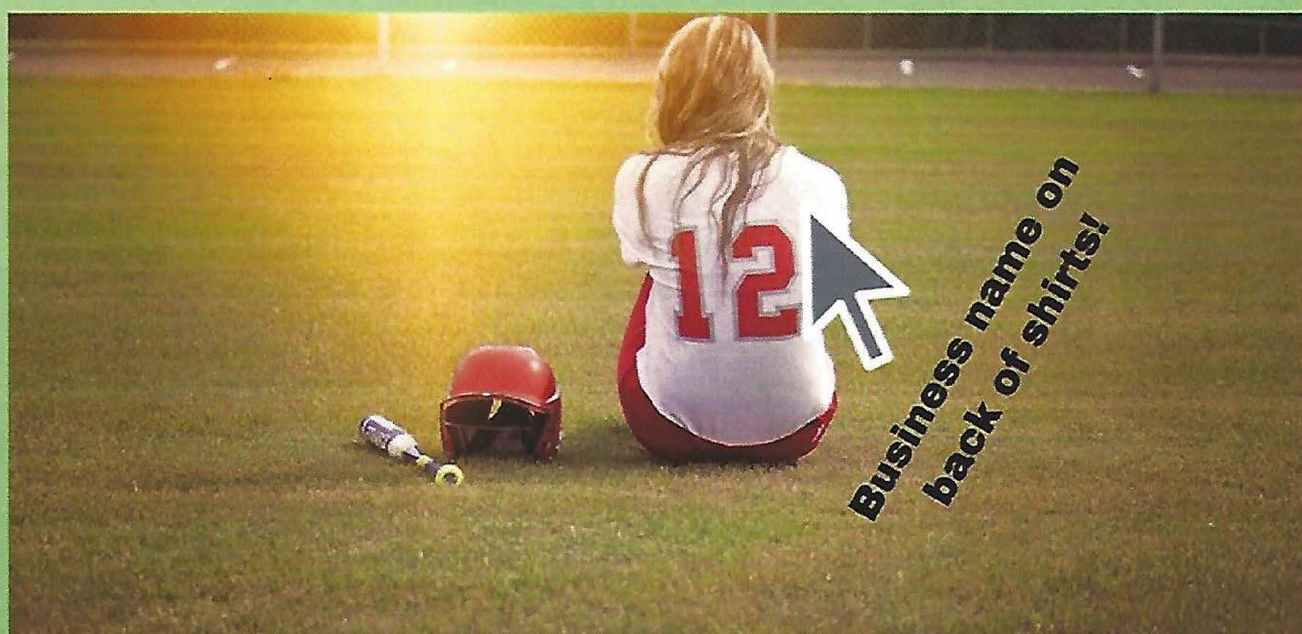
Atlee Little League

2020 Uniform Sponsorship

Atlee Little League is now offering the opportunity of uniform sponsorship. Do you own a company and have a child that participates at Atlee Little League? If you answered yes, then how would you like to see your business name on the back of your child's team uniform shirts? or maybe you just want to help support your local Little League? Now you can!

**\$ 350 per
team!**

**Multiple team
discounts!**



**Please contact our marketing team at
marketingteam@atleelittleleague.org**

Atlee Little League and WHAN 102.9 present



Atlee Little League is currently searching for local business partners in order for the league to continue this tremendous offering to our community. You will receive 4,30second slots during the game and another 6, 30-second slots during their broadcast week, for just the small cost of \$ 120.00.

Interested, please contact our marketing team at
marketingteam@atleelittleleague.org