



154 Fox St. COTTAM, ONTARIO N0R 1B0

MINOR BASEBALL INC.

WWW.COTTAMBASEBALL.CA

January 2024

RE: Sponsorship Request

Dear Valued Community Member.

To effectively run a local baseball program, we rely on the generous support from our community members and businesses like you. Your financial support helps offset the individual registration fees we charge each player, keeping costs down and programs accessible to everyone in our community. Cottam Minor Baseball is a not-for-profit organization which is run by a group of volunteers. This means that 100% of your sponsorship dollars go directly towards supporting the programs offered.

We want to make it as comfortable as possible to support Cottam Minor Baseball while offering you unique incentives and advertising opportunities with our organization. We hope that one of the following options will be a good match for you. However, if there are some other ways you would like to support community baseball, we would love to hear from you!

### Team Sponsorships:

Team sponsorships are a unique way for you to have your company branding displayed on coach and player t-shirts for all to see! You will also receive a team picture to display in a prominent location of your choice. You'll notice that each division comes with their own unique sponsorship amount. This is due to the differing financial needs each division comes with. The younger divisions have a lower overhead cost, while the older divisions will be travelling around the county and the overhead is higher. Please refer to the following chart for additional details:

#### T-Ball Team Sponsorship

\$300/per team (limited to the number of registered teams and on a first come basis)

**Note:** For an additional \$125 you can have a custom 3' x 10' Sponsor Banner that will be hung on the dugout during each game

#### Slo-Pitch Team Sponsorship

\$400/per team (limited to the number of registered teams and on a first come basis)

**Note:** For an additional \$125 you can have a custom 3' x 10' Sponsor Banner that will be hung on the dugout during each game

#### Hardball Team Sponsorship

\$450/per team (limited to the number of registered teams and on a first come basis)

**Note:** For an additional \$125 you can have a custom 3' x 10' Sponsor Banner that will be hung on the dugout during each game

## Advertising Sponsorships:

Aside from t-shirts and ball caps, there are many other needs and costs associated with running a local baseball program. These costs include bats, balls, pitching equipment, training equipment, digital and traditional marketing materials, digital and traditional advertising fees, accounting fees, and many more. This is why we offer additional advertising sponsorships to local community members and businesses. These advertisement sponsorships go a long way towards making our local community program the pride of our local community. We ask that you *step up to the plate* and consider one of the following sponsorship opportunities:

### 4' X 8' Plastic Core Sign

- Initial investment \$400
- Sign to be installed in a highly visible location for all to see as they enter and exit Ridgeview Park.
- Includes signage, artwork, and installation for one year.

### 4' X 4' Plastic Core Sign

- Initial investment \$300
- Sign to be installed in a highly visible location for all to see as they enter and exit Ridgeview Park.
- Includes signage, artwork, and installation for one year.

## Diamond Sponsorship

We'll be honest: our Diamond Sponsorship is our biggest ask and is a real commitment. One of our core challenges is volunteerism and the related challenges. One of the greatest struggles our volunteers face is efficiently setting up the diamond. While it seems like a simple task, it's not an easy one. This year, we'll be taking this challenge head on by setting up "diamond set-up boxes" at each of our diamonds. This large box will contain everything necessary to set-up the diamond. This will take a great deal of stress, time, and effort off of the volunteer coaches shoulders. Any time, stress, and effort we recapture for the coaches is recycled right back into running a fun, successful, and safe baseball program for our community. We feel this change will help us persuade new and old coaches alike in joining us in these efforts this year and beyond.

Atlas Tube has generously agreed to provide the materials for the inserts that are placed permanently in the ground to receive the bases, which is a great start to this initiative. However, we still need much more. To finish each diamond, we need \$2,000 per diamond (job box, new bases, chalk spreader, etc.) Essentially, everything that is needed to make the diamond safe, and ready for play.

If your organization is graciously willing to sponsor an entire diamond a 4' x 4' sign will be prominently displayed on *your diamond* for the next four year. You will also be given the unique opportunity of naming the diamond you've sponsored! (Note: diamond naming must be appropriate for the community and approved by CMB Inc's board. Sorry, no "Diamond McDiamondface"). This name will be used in all official documents when referring to specific diamond locations and venues for activities.

## League Sponsorship

We fully understand that some companies or individuals want to make contributions or sponsor our league without the pomp and circumstance that comes with being a team, advertising, or diamond sponsor. To make sponsoring our league as simple as possible we are fully prepared to accept general sponsorship in any amount of your choosing. We appreciate every dollar that you are able to contribute to our organization, and thank you for putting your hard-earned dollars to work. These general and non-specific sponsorship dollars go a long way towards covering our special events and indirect costs.

As a non-profit organization, we depend on the generous sponsorship dollars from our local community. We ask that you ***step up to the plate*** and hit a home run for the next generation.

Please feel free to reach out to us by email [admin@cottambasbeall.ca](mailto:admin@cottambasbeall.ca) or by visiting our website where you can conveniently sponsor in many ways at <https://cottambaseball.ca/product-category/sponsors/>

Sincerely thanking you, in advance, for your consideration.

A handwritten signature in blue ink, appearing to read "Richard Mayea".

Richard Mayea,  
President,  
Cottam Minor Baseball Inc,