

West Madison Little League

2012 WMLL Sponsorship Options



Different types and levels of sponsorships are available. WMLL is a 501(c)3 non-profit organization. Your sponsorship will most likely qualify for tax deductions. All sponsors are recognized on our website and in the Team Roster Programs.

Board of Directors

Tom Heneghan, President

Harry Miller, VP Baseball

Chip Hunter, VP Softball

Maury Tomczak, Treas

Andy Chitwood

Randy Norton

Ken Compton

Jim Steeves

Bob Jordan

Mike Metcalf

Mark Newburg

Frank Lenocho

Steven Smith

Steve Hagens

Paul Zwaska

Greg Mueller (ex-officio)

Exec. Director

Bill Battista (ex-officio)

Website

www.wmll.org

Sponsor Info, web page sponsors, and photos are on our website.

Please make sponsorship checks payable to

West Madison
Little League
c/o Bob Jordan
P.O. Box 44008
Madison, WI 53744

____ **Team Sponsors.** *Get the most exposure* and put the players in jerseys, hats, socks, and help with equipment costs. Sponsorship includes official *team name* (e.g., Madison City Bank), and *uniforms with business name and/or logo*. Team names appear in Roster Program Booklets, on the bulletin board, and on the website schedules and standings pages. Team sponsors are **\$600 per year** for a three-year commitment, with payments made annually (**\$1650 if lump sum payment is made in first year**).

____ **Roster Program Sponsors.** Have your business name and logo *on the front* of our annual Roster Program Booklets that go to families of our 1000+ players. Your contribution goes toward the cost of printing the roster booklets. This sponsorship is **\$700 per year** for a three-year commitment, with payments made annually (**\$1950 if lump sum payment is made in first year**). **Take the "back cover only" for \$500 per year** for a three year commitment (\$1350 if ppd).

____ **Field Sign Sponsors: digital color artwork on white windscreen.** Draw attention to your company's name with these new windscreens. A color sign on one field is available for **\$450 per year**, on two fields for **\$800 per year**, and on three fields for **\$1050 per year**. Sign sponsorships are for three years. **Prepaying for three years up front discounts above 3-year totals to \$1200, \$2250 or \$3000, respectively.** Windscreens are 3' x 10' (minor field) and 4' x 10' (major & senior fields).

____ **Scholarship Sponsors.** Cover the registration fees and some equipment costs of players who need financial assistance. Sponsorships are for three years and are **\$300 per year** (covers 2 scholarship players each year) (**\$850 if lump sum payment is made in first year**).

____ **Web Page Link Sponsors.** Hyper-link to your web page from the WMLL website. A click on your business name will take potential clients directly to your web page. **\$250 per year** for three years (**\$600 if lump sum payment is made in first year**).

____ **Web Page Ad Sponsors.** Put an ad panel with your business name and logo on the WMLL website home page. A click on the ad panel will take potential clients directly to your web page. **\$350 per year** for three years (**\$900 if lump sum payment is made in first year**).

Discounts. Combine several sponsorships, or pay for the three years in one installment, and we'll be happy to discount the sponsor fee.

Questions? Please contact WMLL Board Member **Bob Jordan** (phone: 608-848-9921 or email: sponsor@wmll.org) for more information.

Sponsorship Timeline – So we can order uniforms and signs and print programs in time for opening day of the Little League season in late April, we ask that our sponsors provide payment and artwork for uniforms/signs to Bob Jordan no later than Feb 15, 2012.

* * * * See following page for larger facility sponsorships * * * *

West Madison Little League

2012 WMLL Facility Sponsors



We invite you to become a major sponsor and contribute to our ongoing field and facility improvements. WMLL is a non-profit 501(c)3 organization. Your sponsorship will most likely qualify for tax deductions. All sponsors are recognized on our website and in the Team Roster Programs.

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Baseball Facility Sponsorships ~ WMLL Fields on Forward Drive

Our first-rate facilities need continual upgrades and improvements for better safety and play. Needing immediate attention are: batting cage upgrades and a park-wide public address system for more safety in the event of bad weather and other emergencies.

Dugout Sponsor - \$5000. We'll put up a sign with your business name on 1 of our 6 dugouts, for 5 years.

Scoreboard Sponsor - \$7500. Contribute to the cost of a new scoreboard and we'll put an ad panel on the board with your business name for 5 years (only spots currently available are at the Jefferson softball fields). Forward Dr facility scoreboards are all currently sponsored.

Batting Cage Sponsor - \$15,000. Help us upgrade with concrete pad, artificial turf and new screening. Your business name/logo on the artificial turf & sign on the batting cage for 15 years. Help us build a third batting cage and sponsor all three cages for \$40,000 for 15 years.

~~**Picnic Porch Sponsor - \$20,000.** A covered deck on our new multipurpose building near the concession stand will provide shade and weather protection, as well as views of two fields. It will be named the "(YOUR business/family name) Picnic Porch" for 20 years. *** SOLD ***~~

Field Sponsor - \$25,000. Put a huge sign with your business/family name on the backstop of one of our three fields, for 20 years. Field name will be used on all schedules, etc.

Concession Stand Sponsor - \$30,000. Name the Concession Stand in honor of your business/family, with a distinctive plaque, and be recognized as our biggest supporter, for 20 years.

Softball Facility Sponsorships ~ Jefferson Middle School Fields

In partnership with MMSD, WMLL is improving the Jefferson softball fields with Dugouts, Padded backstops, Fencing around the fields, Infield Skin upgrades, & Bleachers. Improvements planned for the future include scoreboards, concession stand, restrooms, and field lighting.

Diamond Sponsor - \$10,000. Your donation will be used to purchase a scoreboard. Your business name prominently displayed on the scoreboard for 10 years and in all schedules.

Platinum Sponsor - \$5,000. Your business name proudly shown on one of two backstops or on the back wall of one of four dugouts for 10 years.

Gold Sponsor - \$2,500. Your business name on a field windscreen sign (7'x10') for 5 years.

Silver Sponsor - \$1,000. Your business name displayed on a dugout panel for 5 years.

Bronze Sponsor - \$500. Your business name on the "Honored Sponsors" board displayed at the fields for 5 years.

Questions? Please contact WMLL Board Members **Bob Jordan** for baseball (phone: 848-9921 or email: sponsor@wmll.org) or **Mike Metcalf** for softball (848-7639 or mmetcalf12@charter.net).