

WESTBROOK LITTLE LEAGUE

PO Box 614
WESTBROOK, CT 06498

January 25, 2018

Dear Friends,

Another Westbrook Little League season is already upon us and dozens of children in town will sign up to learn and continue learning the game of baseball along with many of the life skills that go with it, like leadership, being part of a team, humility and confidence, to name a few.

The league has begun preparing for the upcoming 2018 season, which started on Feb. 3 with our annual coach-run winter clinics, giving the kids an eight-week indoor head start working together, something we have been able to afford to do for several seasons now thanks to the generous donations from YOU – our sponsors, donors and supporters.

We can't thank you enough for your help throughout the years, and while many of our volunteers give their time on the field several days a week to instruct and improve the lives of these children, it all starts with the great local businesses that help us out each season.

Westbrook Little League (WLL) is a non-profit organization that entirely depends on volunteers, support from the town and the parents of the players, and – most importantly -- local businesses like yours.

One hundred percent of the financial funding from all of these sources is used to operate the league, including buying and upgrading training and safety equipment, uniforms, preparing the fields, covering league insurance premiums, paying umpires and providing our kids with winter training.

This year a new bat standard has been introduced from Little League International and the league had to spend over \$2000 to purchase these new bats to distribute to all teams for play this season and it's something we could never do without the financial aid you provided us last season.

Thanks to sponsor help, we were also able to get a lot of new equipment to help train the kids (and protect coaches in the batting cage!); but once again we face the biggest expense of the year for which we need the most help: uniforms.

To help us offset this cost, WLL is seeking team and sign sponsors to help us operate in 2018. We've changed things up a little also: team sponsorships are \$450 and will now include your business sign on our outfield fence (teams are very limited this season due to declining numbers; and those who sponsored in the past will have first refusal). 3ft x 6ft signs that go on our outfield fence are now just \$200.

If you had a sign in the past but haven't sponsored in recent years, chances are we still have as there is a surplus of signs in our supply shed that have not been used and are still in great shape. New sponsor or a perennial supporter with a new logo? No problem – we'll make a new sign, we'll just need the artwork and we'll send you the sign art for approval before having it printed.

There are plenty of benefits of your sponsorships:

- The opportunity to be involved in and support an American institution vital for the youth of our community
- Recognition of your business
- Recognition on Opening Day, Closing Day and throughout the season
- Banner on the Westbrook Little League website (new site: westbrooklittleleague.com!)
- Sponsorships are tax deductible

The sponsorship form is included with this letter, please fill out and mail to:

Westbrook Little League
PO Box 614
Westbrook, CT 06498
(Checks payable to "Westbrook Little League")

Opening Day Ceremony is usually the 3rd or 4th Saturday in April (see website) at Ted Lane Field in Westbrook, behind the firehouse. Please join us for this exciting event and to see the kids YOU sponsored play some great baseball!

If you have any questions please feel free to contact me direct at 203-506-8102 (text is okay, leave a voice mail if necessary) or via e-mail at kblairwll@gmail.com.

Thank you in advance for your continued and much appreciated support,

Kevin Blair

President
Westbrook Little League



WESTBROOK LITTLE LEAGUE 2018 SPONSORSHIP ORDER FORM

SIGN SPONSOR - \$200

As a Sign Sponsor you will get a 3' x 6' sign with your company logo and name on it. This sign will be displayed for the 2018 Spring season on the fence in the outfield of Ted Lane field. As a sponsor, you will also have a listing as well as links to your website (if you have one) for the entire year on our website.

TEAM SPONSOR - \$450

As a Team Sponsor your business name will be displayed as part of the uniform of your team AND a 3' x 6' sign with your company logo and name on it will be displayed for the 2018 Spring season on the fences in the outfield of Ted Lane field and also appear on the league website for the entire year.

Name of Sponsor:

Type of Sponsorship (circle one):

1. Sign Sponsor (\$200)

2. Team Sponsor (\$450, includes sign)

Sign up online at www.westbrooklittleleague.com and click "Sponsorships" on the top menu bar or sidebar or send a check made out to Westbrook Little League with this form to:

Westbrook Little League
Attn: Sponsorship Coordinator
PO BOX 614
Westbrook, CT 06498

In an effort to update our records please provide the following information:

Mailing Address: _____

E-Mail: _____

Contact Person: _____

Phone Number: _____

Thank you for supporting Westbrook Little League!

Questions? Call or email league president Kevin Blair at 203-506-8102 or kblairwll@gmail.com