



Milford International Little League
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Dear Potential Sponsor:

I'd like to take this time to tell you about myself, Milford International Little League, and specifically, an exciting opportunity we have before us this season. I have been involved with Milford Little League for about 6 years now, with the last 4 years serving on its Board. This year, I have taken over as President of the League. Milford International Little League is Milford's largest baseball/softball youth organization. We are in our 45th season of operation and currently serve over 675 of Milford's youth with the opportunity to participate in baseball and softball programs. Our mission is through proper guidance and exemplary leadership; the League's programs will assist youth in developing the qualities of citizenship, discipline, teamwork and physical well-being. By espousing the virtues of character, courage and loyalty, our Little League Baseball and Softball program focuses on developing superior citizens rather than superior athletes. We are a 501(c)(3) nonprofit, tax-exempt organization made up entirely of adult volunteers who give endless hours of their time.

This year, we received a request from a number of parents in our community to start a "Challenger Division". The Challenger Division was established in 1989 as a separate division of Little League Baseball to enable boys and girls with physical and mental disabilities, ages 5-18 (or the completion of high school), to enjoy the game of baseball along with the millions of other children who participate in this sport worldwide. The Challenger Division is currently Little League's fastest growing division nationwide. In Milford, a Challenger program existed until around 12 years ago, but has been defunct since then. This deficiency has left our local children with disabilities no opportunities to participate in organized baseball.

We are aggressively working to "**Bring Challenger Back to Milford**" this season. In order to accomplish this, we are seeking Sponsors in order to raise much needed funds to off-set the costs for uniforms, equipment, field renovations for handicap accessibility, on-going field maintenance, end of season awards, and other necessities to help make these kids first season with us a success. In return for supporting this initiative, depending on level of sponsorship, your Company/Organization receives benefits such as:

- Company Name/Logo on Field Signage
- Company Name on Team's Uniform (as teams are available)
- Company Name/Logo on our League Website with hotlink to your Company's Website (over 25,000 hits in 2007)
- Company Name/Logo in our Opening Day Program Brochure (~2,000 pamphlets handed out)
- Company invited to Opening Ceremony to set-up a Sponsor's Tent where giveaways and promotional materials can be handed out (~1,800 people in attendance annually)
Specific to Challenger Division:
- Company recognized in Opening Day ceremony speech as Community Sponsor of the Challenger Division (~1,800 people in attendance annually)

Sponsorships of local Little League teams by businesses in the community are vital to the financial health of many local Little Leagues around the world. The funds from these sponsorships help pay the significant costs involved in the annual activities of a local Little League's operation. Sponsorship of a team in the Local Little League must be, for the sponsor, out of a sense of duty to help the community. While sponsorship does afford some benefits such as those listed above, the higher purpose is to help the local Little League impart the values of teamwork, sportsmanship, and fair play to the children of the community, so that they may someday use these values in becoming good citizens.

If you feel this is something that your Company/Organization would like to consider participating in this season, please contact me to discuss further. I sincerely appreciate your valuable time and consideration.

Regards,

Brian A. Rowland

Brian Rowland
President, Milford International Little League
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