

# Webster Athletic Association

Little League Baseball – Sponsorship Committee  
c/o Paul Denimarck  
147 Jewelberry Drive • Webster, New York 14580  
(585) 662-8393 • pdenimarck@rochester.rr.com

January 20, 2012

Dear Friend:

In the spring and summer of 2011, almost 70 area businesses played a big role as sponsors in the baseball enjoyment of more than 1,100 boys and girls who played during the Webster Athletic Association youth baseball season. Because of the generous support provided by Webster area and nearby businesses and organizations, the WAA youth baseball program continues to be a great success. The opportunity to play baseball provided to many Webster youth, the continual upgrade of the Empire Park complex, and the improvements to Webster school fields are major contributors to baseball enthusiasm in Webster.

Your sponsorship fees are used to defray the cost of uniforms, equipment and maintenance. Sponsorship is a great opportunity for you to support Little League Baseball in Webster and to enjoy low cost advertising for your company. There are two types of WAA Sponsorship.

Team Sponsors will have their company name embroidered on the players' and coaches' hats and receive a plaque with their team photo on it. We are again offering the opportunity to order Team Car Magnets which will further enhance the visibility that your Company will enjoy. The Team Car Magnets will display your company logo and be given to the players for use on their family car. Check out our website at [waabaseball.org](http://waabaseball.org) to see an example of our Car Magnets.

Any Team Sponsorships that are received after the Commitment Deadline of **February 15, 2012** will include the Team Car Magnets but they will not have their name embroidered on the Team Hats as it will be too late to have that done.

Sign Sponsors will have their signage displayed at one of the Empire Park complex fields. The first year a Sign Sponsorship costs \$450, but the renewal cost after that is only \$200/year until a new sign needs to be ordered.

Team Sponsors and Sign Sponsors are encouraged to visit WAA Teams to see them play. Team Sponsors that plan a visit with their team will be given a "signed game ball" as a Welcome and Thank You Gift from their team.

Attached to this letter is a sponsorship renewal form that you must complete and send to us. We ask that you respond as soon as possible but no later than the commitment deadline of **February 15, 2012**. ***The Sponsorship payment deadline is March 15, 2012.*** Sponsor opportunities are first come, first serve and we need time to ensure that your order is accurate before the season starts. No orders can be placed without payment.

Team sponsors will be listed with their teams on our Web site ([www.waabaseball.org](http://www.waabaseball.org)), as well as in our newsletters. During the season, you can also track your team's progress on our Web site. **If you email your company website information, we will put a link to your site from ours.**

If you have any questions or concerns, do not hesitate to contact me at (585) 662-8393 or by e-mail at [pdenimarck@rochester.rr.com](mailto:pdenimarck@rochester.rr.com)

Thanks you again for your support of WAA youth baseball for 2012.

Sincerely,  
Paul Denimarck  
WAA Sponsorship Chairman

**2012 WAA Sponsorship Renewal Drive (Commitment Deadline – 2/15/2012)**

**YES**, I want to join/return as a supporter of the Webster Athletic Association youth baseball program for the 2012 season!

Sponsor (Company) Name: \_\_\_\_\_

Sponsor contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**If you are responding by the Commitment Deadline of 2/15/2012:**

\_\_\_\_ **Option 1: Team sponsorship = \$200 (sponsor's name embroidered on team hats + plaque)**

\_\_\_\_ **Option 2: Team sponsorship + Car Magnets = \$250 (hats, magnets + plaque)**

\_\_\_\_ **Option 3: Sign sponsorship (includes cost of sign) = \$450 (this is the average cost – may be more if 4 color sign is chosen – will confirm cost and design before ordering; if we have already created a sign for you, the renewal cost is \$200)**

\_\_\_\_ **Option 4: Team and Sign sponsorship (includes cost of a new sign) = \$600 (if we have already created a sign for you, the renewal cost for team/sign combo is \$375 or \$425 if you also want the magnets)**

**Team Sponsors can order extra Hats and /or Car Magnets for themselves.**

I want \_\_\_\_\_ Team Hats (\$10 each) and/or I want \_\_\_\_\_ Car Magnets (\$5 each)

Total \$ \_\_\_\_\_

**If you are responding after the Commitment Deadline of 2/15/2012:**

\_\_\_\_ **Option 5: Team sponsorship (Late-Past Deadline) = \$250 (magnets + plaque)**

\_\_\_\_ **Option 6: Team and Sign sponsorships (Late-Past Deadline) = \$650 (includes cost of a new sign, team magnets and plaque) or \$425 if you already have a sign made with us.**

**Late Team Sponsors can still order extra Car Magnets for themselves.**

I want \_\_\_\_\_ Car Magnets (\$5 each)      Total \$ \_\_\_\_\_

**Please complete the other side and send this 2-sided signed form plus your payment to:**

WAA – Sponsorship Committee, c/o Paul Denimarck, 147 Jewelberry Drive, Webster, New York 14580

**Team Sponsorship** - please complete the following section and sign at bottom:  
(If ordering Team Magnets, please email a **jpeg of you Company Logo.**)

1) Sponsor's name: \_\_\_\_\_  
Please PRINT exactly as you would like it embroidered on the hats.

2) Please circle the preferred age group (age groups fill up on a first come, first serve basis and are not guaranteed):  
**ANY    5/6    7/8    8/9    9/10    11/12    13/14    15/16    17/18**

3) I have a son/daughter I would like assigned to the team I sponsor – name & age group

\_\_\_\_\_

4) I would like to sponsor a team coached by this person in this age group:

\_\_\_\_\_

\*\*\*Any special requests are first come, first serve and are not guaranteed, but we will do our best to accommodate everyone.\*\*\*

**Sign Sponsorships** - Please read and sign below:

**Advertising Contract – 2012 season – TERMS AND CONDITIONS**

- 1) Advertising space to consist of one sign mounted on the fence, behind the outfield fence, or above the outfield fence of the Empire Park fields, at Empire Boulevard, Webster, NY.
- 2) All signs will be ordered/provided by the Webster Athletic Association unless otherwise approved by the WAA.
- 3) All signs will be aluminum, Masonite or similar material mounted on 4'x4' posts or affixed to the outfield fence through similar approved means.
- 4) All signs may include one company logo or equivalent.
- 5) All signs will be displayed from May to August.
- 6) All signs will be maintained by the Webster Athletic Association. If a sign becomes unusable through normal wear and tear after numerous years of use, the WAA and the sponsor will discuss terms to order a new sign.
- 7) If the sponsor has a significant name/address/informational change to the sign, they will bear the cost of creating a new sign.
- 8) All text must be approved by the Webster Athletic Association.
- 9) All signs will be 3 feet wide by 6 feet long.
- 10) All initial leases will be for one year and will require the full payment in advance.
- 11) If you choose to renew the lease for the subsequent years AND KEEP THE SAME SIGN, the lease rate will be at the discounted rate listed above.
- 12) If a sponsor chooses not to renew/return, the WAA will attempt to store the sign for one year. If the sponsor does not renew after a one year hiatus, WAA reserves the right to dispose of the sign. If the sponsor returns at another time, they will bear the cost of a new sign.

**\*\*\*Please attach a drawing, photo, business card, or description of your sign. Best done via email.**

Sponsor's signature: \_\_\_\_\_ Date: \_\_\_\_\_