

# 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