

# 2013 MYBSA ANNUAL SPONSORSHIPS

(Murray Youth Baseball & Softball Association)



[www.playballmcc.com](http://www.playballmcc.com)



[www.murrayparks.org](http://www.murrayparks.org)

## HALL OF FAME SPONSOR: \$2,000

**\*Field Sponsor:** Signage with sponsor name/logo attached to one field backstop fence. Sponsorship is on annual basis from March - February. Sponsor must provide logo and custom artwork in appropriate format. Field preferences will be determined by prior sponsorship level and/or receipt of sponsorship fee. Signage will be stored during winter.

**2 Team Sponsorships:** The MYBSA uses MLB logo shirts for all baseball leagues. HOF sponsors will have \*\*choice (see pg. 3) of MLB logo for your sponsored teams. Sponsor's name and logo will appear on MYBSA team webpage with link to sponsor website.

**3 Outfield Fence Banners:** Sponsor name and logo on one 3' X 6' vinyl sign placed on outfield fence of choice (space is limited) throughout the entire spring and fall seasons. Sponsor must provide logo/custom artwork. Banners are stored during the winter months.

**\*Homepage Website Sponsor:** Sponsor logo appears on top header of MYBSA website. Logo will transition on home page with other HOF sponsors. HOF sponsor will also be listed on our sponsor webpage with a link to sponsor website. **Website has over 72,000 unique hits since Jan. 2011.**

**\*Email Sponsor:** HOF Sponsor name is recognized on each league-wide email blast sent by MYBSA. **Over 35,000 emails sent annually.**

**\*Opening Day Participation:** Sponsor would be given the opportunity to have a marketing presence during the season's **Opening Day** festivities. Other opening day benefits include honor of throwing out the first pitch on opening day on their respective field. Sponsor will also be recognized during our Opening Day festivities for their important contribution.

**Use of MYBSA Logo:** Use of official MYBSA logo and title of "Official MYBSA Sponsor" which may be used in local advertisements. Use must be approved by the MYBSA prior to publication.

**"Thank You" Team Plaque:** Team sponsor will receive a special team plaque from their respective teams.

**Expanded Media Exposure:** Sponsor will be recognized in both local newspaper and radio spots. Sponsorship level will be recognized in end of season "Thank You" newspaper ad. Sponsor will be recognized once during the season via "Sponsor of The Week" email sent to MYBSA (1200+) members.

## MYBSA LEAGUE ALL STAR TEAM SPONSOR: \$750

**MYBSA League All Star Team Sponsor:** Help offset costs for 2013 MYBSA All Star team, including uniforms, insurance, team banner, tournament fees and equipment.

**\*Team Banner:** Team Banner with sponsor logo and player names will be displayed at each All Star game (if permissible). Sponsor must provide logo/custom artwork.

**\*Logo on MYBSA Homepage:** Sponsor will be listed on [MYBSA homepage](#) and our sponsor webpage w/ hyperlink to sponsor website. . **Website has over 72,000 unique hits since Jan. 2011.**

**“Thank You” Team Plaque:** Team sponsor will receive a special team plaque from their respective sponsored teams.

**Expanded Media Exposure:** Sponsor will be recognized in both local newspaper and radio spots. Sponsorship level will be noted in end of season “Thank You” newspaper ad. Sponsor will be recognized once during the season via “Sponsor of The Week” email sent to MYBSA (1200+) members.

**Use of MYBSA Logo:** Use of official MYBSA logo and title of “Official MYBSA Sponsor” which may be used in local advertisements. Use must be approved by the MYBSA prior to publication.

\* Designates a benefit only available with this sponsorship level

## MAJOR LEAGUE SPONSOR: \$1000

**2 Team Sponsorships:** The MYBSA uses MLB logo shirts for all baseball leagues. All Star sponsors will have \*\*choice (see below) of MLB logo for your sponsored teams. Sponsor’s name and logo will appear on MYBSA team webpage w/hyperlink to sponsor website.

**2 Outfield Fence Banners:** Sponsor name and logo on one 3’ X 6’ vinyl sign placed on outfield fence of choice (space is limited) throughout the entire spring and fall seasons. Sponsor must provide logo/custom artwork. Banners are stored during the winter months.

**\*Logo on MYBSA Homepage:** Sponsor will be listed on [MYBSA homepage](#) and our sponsor webpage with a link to sponsor website. **Website has over 72,000 unique hits since Jan. 2011.**

**\*Regular Season Participation:** Business will be given the opportunity to have a marketing presence during the regular season. Sponsor will also be recognized during our Opening Day festivities for their important contribution.

**\*Use of MYBSA Logo:** Use of official MYBSA logo and title of “Official MYBSA Sponsor” which may be used in local advertisements. Use must be approved by the MYBSA prior to publication.

**“Thank You” Team Plaque:** Team sponsor will receive a special team plaque from their respective sponsored team(s).

**Media Exposure:** Sponsor will be recognized in both local newspaper and radio spots. Sponsorship level will be noted in end of season “Thank You” newspaper ad. Sponsor will be recognized once during the season via “Sponsor of The Week” email sent to MYBSA (1200+) members.

## TEAM SPONSOR: \$425 (New) Or \$375 (Existing)

**1 Team Sponsorship:** We are using MLB logo shirts for baseball this year. Sponsor MLB logo will be assigned by the MYBSA.

**1 Outfield Fence Banner:** Sponsor name and logo on one 3' X 6' vinyl sign placed on outfield fence of choice (space is limited) throughout the entire spring and fall seasons. Sponsor must provide logo/custom artwork. Banners are stored during the winter months.

**Logo on MYBSA Website:** Sponsor will be listed on MYBSA team webpage w/ hyperlink to sponsor website. . **Website has over 72,000 unique hits since Jan. 2011.**

**Special "Thank You" Team Plaque:** Team sponsors will receive a special team plaque from their respective sponsored team.

**Newspaper Ad Recognizing Support:** Team Sponsors will be recognized in our annual sponsor thank-you ad.

## GOLD GLOVE SPONSOR: \$200

**Scholarship for Financially Disadvantaged Families:** Will help defer participation costs including player fees, glove, bat, ball and cleats. Committee of MYBSA members will review each request and verify need. These funds will be specifically earmarked for assisting families in need.

**Sponsor Recognition in Season Program:** Sponsor will be listed in season program. Sponsor will also recognized end of season "Thank You" newspaper ad.

## OTHER OPPORTUNITIES TO SUPPORT YOUR COMMUNITY'S MYBSA

Outfield Banner **\$250**

Sponsor MYBSA "Summer Bash" Swim Party **\$250**

### Sponsorship Notes

\* Exclusive sponsor benefit

\*\* Choice of MLB logo will be determined by sponsorship level and historical support of MYBSA program.

\*\*\* Sponsors will be recognized once during the season via "Sponsor of The Week" email sent to MYBSA (1200+) members.

\*\*\*\*\* Unless otherwise noted, annual sponsorship and advertising period will run from April through March.

<b>2013 MYBSA Budget</b>		<b>EXPENSES</b>	
		Player Uniforms	\$14,791
		Umpires	\$14,200
	\$55 REGISTRATION FEE (per child)	Trophies	\$5,700
<b>REVENUES</b>		Player Insurance	\$5,640
Baseball Registration (556 players)	\$30,580	Player Scholarships	\$5,500
Team Sponsorships	\$22,875	Baseballs/Softballs	\$4,000
Softball Registration (149 Players)	\$8,195	Park Fee (\$5/player)	\$3,525
Additional Sponsor Rev	\$4,500	Team Gear	\$3,000
Apparel Sales Profit	\$1,500	Park Field Improvements	\$3,000
Net Revenue Fall Ball	\$1,500	Coach Uniforms	\$2,682
Late Fees	\$1,410	Park Field Supplies & Equipment	\$2,000
Outfield Banners	\$800	Summer Bash	\$1,500
Photo Rebate	\$750	Bank Fees (CC process)	\$1,000
Additional Banner Rev	\$500	Sponsor Banners	\$850
		Marketing Expense	\$750
		Sibling Discounts	\$600
		League Website	\$600
		Umpire Bonus	\$500
<b>TOTAL REVENUES</b>		<b>TOTAL EXPENSES</b>	<b>\$69,838</b>
	<b>\$72,610</b>		



## 2013 MYBSA SPONSORSHIP AGREEMENT

Park Tax ID # 61-0899563

### Sponsor Information

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Child's Name Participating in MYBSA \_\_\_\_\_ Age \_\_\_\_\_

**\*\*Sponsor must provide artwork/logo in correct format for banners and website. Please send to [info@playballmcc.com](mailto:info@playballmcc.com)**

### Desired Partnership Level

*(check all that apply)*

#### **Sponsor Packages:**

Hall Of Fame Sponsor \$2000     MYBSA All Star Team Sponsor \$750

Major League Sponsor \$1,000     Team Sponsor (New) \$425     Team Sponsor (existing) \$375

#### **Ala Carte:**

Outfield Banner \$275     Player Registration \$50     Summer Bash Sponsor \$250

*Other Required Information (If applicable):*

MLB Team Logo Preference (Hall of Fame & Major League Sponsors Only) \_\_\_\_\_

Banner Location Request (space is limited):  Baseball     Tee Ball     Softball

**Please make checks payable to Murray Calloway County Parks – MYBSA**

**Please mail or deliver checks to MCC Parks, 900 Payne Street, Murray, KY 42071 Att: MYBSA**

01/22/2013