



2006
Northshore American Little League
Sponsors

Being a sponsor assists the league in keeping down costs while giving your company recognition and promoting your support.

There are 3 levels of sponsorship available:

GOLD (League) Sponsorship –

The GOLD Sponsorship is available for a \$500.00 initial fee & an annual renewal fee of \$250.00. In return for this level, your business will receive a 4' X 8' Advertising board with your logo & approx 15 words in up to 2 colors on a white background. This advertising board will be installed on the outfield fence of the Northshore Little League Complex located in Woodinville. In addition, you will receive a logo link on the sponsors page of our web site (www.northshorell.com).

SILVER (Team) Sponsorship –

The SILVER Sponsorship is available for a \$250.00 initial fee & an annual renewal fee of \$200.00. In return for this level your business will receive a 3' X 5' Vinyl banner with your logo and approx 15 words in up to 2 colors on a white background. This banner will be displayed at each game the team plays in a regular season or league tournament. In addition, your business will receive a link to your website on the sponsors page of our website.
(www.northshorell.com)

BRONZE Sponsorship –

This is a new level and is available for a \$100.00 fee per year. In return for this level you will receive a link to your website on the sponsors page of our website.

Please note if you do not have a website, your name will be listed as a sponsor on our sponsors page.



WHAT TO DO AFTER YOU DECIDE TO SPONSOR

- 1 - FILL OUT FORM
- 2 - PROVIDE AN .EPS FILE OF YOUR LOGO (GOLD SPONSORS) AND WEB ADDRESS TO sponsornsl@northshorell.com
- 3 - MAKE CHECK PAYABLE TO NORTHSHORE LITTLE LEAGUE

COMPANY - _____

CONTACT - _____

PHONE NUMBER - _____

ADDRESS - _____

E-MAIL ADDRESS - _____

WEB ADDRESS - _____

TYPE OF SPONSORSHIP - _____

Team Affiliation (if any) - _____

Thank You for your support of Northshore Little League

Local Little League Sponsorship Agreement

This agreement between the _____ Little League (hereinafter, "Local Little League") and _____ (hereinafter, "Sponsor") is for the _____ season.

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 (detailed below), 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.

Sponsorship of a team in the Local Little League does not permit the Sponsor to have any rights or responsibilities in the operation of the Local Little League or any team in the Local Little League, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches or players for any team in the Local Little League. Nothing herein shall make us partners or joint venturers. The Sponsor and the Local Little League are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified herein.

The Sponsor shall have the right to use the following term in advertisements, posters, brochures, newsletters, etc.: "Sponsor of a team in the (Local Little League)." Sponsorship does NOT give the Sponsor the right to use the word "official" in connection with its Sponsorship. Any reference to the Sponsorship under this agreement must make it clear that the Sponsorship is with a team or teams in the Local Little League only, and NOT for Little League Baseball. Use of the "keystone logo" or any other logo of Little League Baseball is prohibited, unless permission is expressly granted in writing by Little League Baseball International. Sponsorship in the Local Little League carries with it the following additional benefits:

For the considerations above, the Sponsor donates _____ to the Local Little League, understanding that its donation is to benefit the entire league.

Accepted and agreed to:

By _____ Date

Sponsor Representative Signature

Date

Printed or Typed Name

Title

By _____ Date

Local Little League President's Signature

Date

Printed or Typed Name

Local Little League Sponsorship Ideas

Suggested benefits for the local Little League to provide to individual team sponsors:

Name of business on uniform: This practice has been in place in Little League Baseball since its inception in 1939. The name of the business sponsoring the team could be placed on the front or back of the uniform, or on the caps. Remember, the name of the business must not imply the sale or use of alcohol or tobacco, or any product or activity not in keeping with Little League's good name. For example, "Joe's Grocery Store" is acceptable, even if Joe's Grocery Store sells tobacco products. However, "Joe's Discount Cigarette Outlet" would not be acceptable. Also, the name of the business must not offend community standards. This is a decision of the local Little League board of directors.

Name of business on fence sign: Many leagues use outfield fence signs to recognize sponsors, provided the signs are permitted by local laws and ordinances. Remember, the name of the business must not imply the sale or use of alcohol or tobacco, or any product or activity not in keeping with Little League's good name. For example, "Joe's Grocery Store" is acceptable, even if Joe's Grocery Store sells tobacco products. However, "Joe's Discount Cigarette Outlet" would not be acceptable. Also, the name of the business must not offend community standards. This is a decision of the local Little League board of directors.

Recognition Day: Some leagues set one day aside to recognize their team sponsors. The President of a company, or local manager, may be asked to throw out a ceremonial first pitch, and invited to watch a game.

Recognition Plaques or Certificates: Some leagues produce a plaque, with a team photo, in honor of the team sponsor, a certificate of appreciation. These are often displayed by the sponsor as a matter of community pride.

Programs and Scorecards: Many leagues produce some kind of program. Recognition of sponsors in this publication is always useful.

Remember, sponsorship of a team does not give the sponsor any rights in the operation of, or the outfitting of, any particular team or the league itself.