



SPONSORSHIP OPPORTUNITIES





ABOUT ASTON MIDDLETOWN LITTLE LEAGUE: (AMLL)

Your community baseball organization has been serving the youth for over 65 years. AMLL provides a wonderful outlet for children ages 4-12 to learn values such as: teamwork, self discipline, sportsmanship, how to deal with defeat and the thrill of victory and much more.

Approximately 450 boys and girls play baseball at AMLL's beautiful 3 field complex located off of 452 and a fourth playing field at Indian Lane Elementary School.

Your support and partnership further enables the league to provide a safe and fun environment for the kids as well as uniforms, equipment and field maintenance.



CONNECTING YOUR BUSINESS TO THE COMMUNITY THROUGH YOUTH SPORTS

- **Increase awareness of the company's products and services.** Each sponsorship package has benefits for the sponsor built in: field signage, website advertising, team sponsorships, etc. Through a sponsorship, a company's brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans.
- **A welcomed form of advertising.** In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports.
- **Help keep the cost of youth sports programs low.** Player participation fees cover the majority of the costs of a youth sports program but support from sponsors provides additional resources which can help keep participation fees low. With lower fees, more families are able to afford to sign up and that means more children being able to receive the many benefits of sports.
- **Outstanding value for the dollars invested.** When comparing the cost of other marketing outlets like print, television and billboard advertising, youth sports sponsorships can be a great value and a smart option to include into the marketing mix.
- **Build goodwill.** Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their youth. This feeling can instill loyalty among a business' current and future patrons.



Line-Up Card

Proudly display your commitment to your community through AMLL

SIGNAGE

Prominent signage opportunities spread amongst three well maintained and highly utilized baseball fields.

- Your company's logo and info displayed throughout the spring and fall playing seasons as well as special events. The complex is active from March through October.
- Sponsors are also featured as part of a rotating scroll on the home page of our website.

Complete the linked form to reserve your spot today:

[AMLL SPONSORSHIPS FORM](#)
(click link)

AMLL Sponsorships Chair:

Dave Brown,

AMLLSPONSOSHIRPS@GMAIL.COM

thank your for supporting and partnering with AMLL!

Sponsorship Opportunities	\$ Investment
Field Fence Sign (3' x 4') along outfield fence	
All 3 Fields (Major, American & Minor) (BEST DEAL)	\$675*
Major & American Fields (MOST POPULAR OPTION)	\$500*
Major Field	\$350*
American Field	\$300*
Minor Field	\$275*
<i>*Add a \$100 sign construction fee per sign for first year</i>	
Custom Banners	
XL Banner (10' x 15') only two available	\$1000
Large Banner (6' x 9')	\$700
Sponsor provides banner (we can source vendor and order if needed)	
Marquee Backlit Sign atop Snack Bar	\$2000
Sponsor would pay one-time production + install (tbd)	
Fall Ball Jersey Sponsorship	\$1500
<i>One Logo/Lettering per Division (first come/first serve)</i>	
All options include logo and link on homepage of website	

