

Seneca River South Little League – 2012 Sponsorship Agreement

This agreement between **Seneca River South (SRS) Little League** (hereinafter, **SRS Little League**) and _____ (hereinafter, "Sponsor") is for the 2012 season.

Sponsorship in **SRS 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 **SRS 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 in the **SRS 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 **SRS Little League**, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches or players for any team in **SRS Little League**. The Sponsor and **SRS 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, except as specified herein.

The Sponsor shall have the rights to use the following term in advertisements, posters, brochures, newsletters, etc., "**Sponsor of SRS Little League**". Any reference to the sponsorship under this agreement must make it clear that the sponsorship is with **SRS 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.

The following list details the sponsorship options and the benefits you will receive for one year. *For 2012, we are offering an additional opportunity for you to advertise on our batting cage, for a minimum of five years, by making a one-time "Raise-the-Roof" contribution to help us install a roof over our batting cage. This will help us avoid costly indoor fees on those days/nights when there is inclement weather and provide a safer hitting environment. See additional details below.*

- 1) **"Sacrifice Fly"** – A donation less than \$250 will entitle the Sponsor to have their name listed on a large, visible sign posted near the concession stand at our site off of Henry Clay Blvd, plus have a link to the Sponsor's website on our website, www.srsll.com.
- 2) **"Double Play"** – A \$250 donation will entitle the Sponsor to the benefits of a "Sacrifice Fly" sponsorship plus have a 3' x 8' fence sign posted at one of our fields*. The sign will display the Sponsor's name and/or logo and any text. Add \$250, \$500, or more to "Raise-the-Roof"***.
- 3) **"Homerun"** – A \$325 donation will entitle the Sponsor to have their name listed on the back of one team's uniforms for one year. The sponsor will receive a photo plaque of the team sponsored, plus all of the benefits of a "Double Play" sponsorship. Add \$250, \$500, or more to "Raise-the-Roof"***.
- 4) **"Grand Slam"** – A \$500 or larger donation will entitle the Sponsor to all the benefits of a "Homerun" sponsorship, plus be able to send league approved emails to all families in our distribution list (email will be sent by league on your behalf), have a link to the Sponsor's website on the home page of our website, www.srsll.com, a special recognition day in May or June***, and a photo plaque of the team sponsored, including "2012 SRS Little League Sponsor" engraved. Add \$250, \$500, or more to "Raise-the-Roof"***.

Based on the considerations above, the Sponsor chooses to donate \$_____, per option # ____ above, plus \$_____ to help "Raise-the-Roof"***. (enter \$ amount and circle option above).

Sponsor Representative Signature

Date

Printed or Typed Name of Sponsor

Title

League address:
SRS Little League
P.O. Box 2051
Liverpool, NY 13090
Federal Tax ID #: 16-1290908

If you have questions related to being a sponsor, please contact Steve Thompson, President, at 315-935-9379 or president@srsll.com. Thank you for your consideration.

** Fields are property of Town of Clay.*

*** "Raise-the-Roof"* – A one-time donation to help SRSLL install a roof over the batting cage. A \$250 donation will entitle Sponsor to have its name listed on a metal sign, along with other \$250 sponsors, on the batting cage for the life of the sign (five year minimum); size of sign will depend on number of sponsors. A \$500 donation will entitle Sponsor to have their own 2' x 2' metal sign on the batting cage for the life of the sign (five year minimum). A donation of more than \$500 will entitle Sponsor to have their own sign on the batting cage; size will be agreed upon by Sponsor and league representative. Signs will be purchased by SRSLL.

**** Details of a special recognition day will be agreed upon by the Sponsor and a league representative.*

Seneca River South Little League – 2012 Sponsorship Agreement , continued

Please indicate if you would like to participate in and/or attend either of our league events below:

Opening Day Ceremony on Saturday, April 28, 2012 at 10:00am (date subject to change) _____

Ceremony will take place at Clay Park, off Henry Clay Blvd, behind the YMCA.

Special Sponsor Recognition Day (for Grand Slam sponsors) _____

(Please list a Saturday in May or June.)

Please don't hesitate to contact Steve Thompson @ 315-935-9379 if you have questions.

Thank you.