



National Adult Baseball Association



3609 S. Wadsworth Blvd., Suite 135, Lakewood, Colorado 80235
Telephone: (800) 621-6479 National Website: www.dugout.org

SPONSOR LETTER

2012

Dear Potential Sponsor:

The National Adult Baseball Association, headquartered in Denver, Colorado, operates amateur baseball leagues in over 80 cities and 32 states, with over 70,000 players who have played the game of baseball nationwide in the NABA. NABA offers fun, affordable community baseball programs with competition in Advanced, Intermediate and Recreational skill levels, for age groups 18 & Over, 25 & Over, 35 & Over, 45 & Over and 55 & Over. Our leagues play under a common set of rules designed to organize amateur baseball leagues into consistent, fairly run and responsible adult baseball programs. NABA baseball provides the chance to play the "real" game again. Participants of all ages and from all walks of life have come together to take advantage of this wonderful opportunity that is presented to them through the efforts of our League President and team managers. **NABA Baseball is family oriented, yet competitive.** We stress sportsmanship, fair play and participation. It would not be inaccurate to portray us as a "Little League for Adults".

The person presenting this letter to you believes in the NABA and its goals and is seeking sponsorship assistance to provide baseballs, uniforms, equipment, and umpire fees for his team. Your sponsorship assistance will go a long way toward helping these participants recapture the dreams of youth, or to fine tune their skills to carve out a professional career or further their education through a college scholarship. **However, it can help your business as well.** In return for your sponsorship help, our participants and their families and friends will **not only patronize your business, but you can even increase your business exposure in your community through the following options:**

- ◆ **Uniform sponsorship**--Your Company's name and/or logo can be placed on every player's jersey and/or cap.
- ◆ **Team sponsorship**--Your Company's name can be identified with the name of the team you will sponsor.
- ◆ **League newsletter**--Your Company's name appears in weekly newsletters to all players, field providers and media.
- ◆ **League Website**--Your Company's name appears on the local league website.
- ◆ **Team Website** -- Your Company's name appears on the local team website.
- ◆ **Local newspaper publicity**--Our League President will see to the best of his or her ability that your full business name appears every week as a team sponsor in your local newspaper, along with league scores, standings and schedule.
- ◆ **Sponsor identification** with local NABA All Star games, and regional, National and World Championship Tournaments.
- ◆ **Advertising opportunities**--In addition, NABA offers attractive advertising rates for the following:
 - ◆ NABA local league newsletters.
 - ◆ NABA local league, team and player websites to provide worldwide Internet exposure for your business.
 - ◆ NABA's National website at www.dugout.org.
 - ◆ NABA's Baseball Today Magazine published two times yearly, distributed nationwide to all NABA members.
 - ◆ NABA World Championship Series Tournament program.

Your tax deductible sponsorship helps many other worthwhile causes, as well. Since 1992, NABA has provided over \$4,750,000 in contributions to local youth programs, high schools, colleges, city and county athletic programs throughout the United States. An organization the magnitude of the NABA offers a variety of sponsorship opportunities. Your investment will not only reach the NABA player-members, it will reach their families, friends, teams sponsors, local high school and college coaches and administration and other supporters in the communities across the state. Your investment in the local NABA league or team will be setting a foundation for a generation of adults and youths to support and patronize your business for many years to come.

The NABA and its player-members and their families tend to be a very tight-knit group. History and experience has shown that the player-members of the NABA and their families support and promote those who back the NABA. With your support we will continue to exert the charitable leadership and vision that's brought us so far in such a short time.

Your local league President will be happy to discuss with you the many ways in which you can **help your business** by helping our teams with your much needed sponsorship assistance. Whatever financial support you can provide will enable our teams and players to engage in a wholesome program that provides an excellent example of **adult recreation, and responsibility to children.**

Thank you for allowing me to inform you about the NABA and we hope we can count on your support.

For America's Game,

Shane Fugita
President and National Director
National Adult Baseball Association