

Catch Baseball/Softball Fever!

The Glendale Youth Sports League Program is gearing up for the 2016 Summer Season at Sahuaro Ranch Sports Complex. Don't miss out on seeing your business name on a banner in the outfield!

Sponsors Needed! We are seeking sponsorship from the business community to help support our teams for the upcoming 2016 baseball/softball season and I'm writing to enlist your backing. As a team sponsor, your \$150 contribution will go a long way in helping to defray the rising costs associated with uniforms, equipment and league administration. But, most important of all, it can even make a difference in whether or not a child has the opportunity to play by helping to keep our registration fees as low as possible.

What's in it for you? This is a win-win proposition for both you and every kid on every one of our teams. Some of the most effective methods of building your business' reputation within the community are positive word-of-mouth advertising, increased name recognition through charity and goodwill endeavors, and being associated with a winning organization like the Glendale Youth Sports League. Sponsoring the summer baseball/softball league will bring those benefits to your business at a substantially lower cost than traditional advertising, and you gain an unlimited amount of local exposure.

Our players range in age between four and 10 years, further increasing your opportunity for publicity with avid family fans. In return for your support, participants in the Glendale Youth Sports League become familiar with your business or establishment and your customer base expands. What better way to increase your local visibility than the following?

- Your business name and a link to your website posted on the GYSL website
- Your business name and logo displayed on a team banner during games
- Team patronage at your business
- A Sponsor Plaque and a GYSL T-shirt

GYSL is anticipating more than 50 teams in our upcoming Summer 2016 Baseball/Softball Season. With each team averaging 12 to 14 players, that's a combined total of more than 1,000 avid family fans, friends and players seeing your company's name over and over, week after week, game after game, as well as your company's name being repeated in conversations by many of those participants as they talk about the games they played or watched. With a schedule of at least 12 games over the summer, that's a full eight weeks of exposure for your business!



Through its robust Parks and Recreation Division, Glendale's Community Services Department has a long history of providing quality recreation programs to the residents of the West Valley. Youth sports activities provide many benefits to participants, including social interaction, physical exercise and enhanced self-esteem. Playing sports can have other positive effects, such as helping the participant to feel more energized throughout the day. More energy can lead to improved school performance and to an overall positive attitude.

We would be delighted if you partnered with Glendale Youth Sports League. I am confident that this opportunity will provide your business a great deal of exposure and your contribution will make a positive difference not only to the immediate Glendale community, but to all our neighboring West Valley communities as well. We look forward to your sponsorship and establishing a mutually beneficial long-term partnership!

If you have any questions, please feel free to contact me.
Please make checks payable to the Glendale Parks and Recreation Department,
5970 W. Brown St. Glendale, AZ, 85302.

Yours in softball,

Michael Davis
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Glendale Youth Sports League
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