



South Lexington Youth Baseball

Sponsorship Information

South Lexington Youth Baseball has a long tradition of baseball dating back to its founding in 1956. Since that time, SLYB has experienced tremendous growth with over 840 boys and girls between the ages of 4 and 12 now playing in four divisions on four fields in during this past Spring Season. Our recent Fall Season had 423 players at our fields at Shillito Park just behind Fayette Mall. Including Practice time, our baseball seasons run from March through late October.

Our league includes kids from not only southern Fayette County, but also all of Woodford County and most of Jessamine County.

SLYB's success can be attributed to the commitment of providing all players with a positive environment in which to learn and develop their skills. In addition to teaching the skills of the game, SLYB is committed to instilling in each child the qualities of dedication, teamwork, and sportsmanship which transcend beyond the playing field. Our team of skilled and dedicated managers, coaches, volunteers, and sponsors provide the foundation for this commitment.

City budget cuts this year has eliminated the funding for field maintenance and has now forced us to fund the entire yearly cost. As an entirely volunteer organization, we are in need of sponsors for many of the teams and we would like to ask for your support of SLYB and its boys and girls for the 2012 season. Sponsorship opportunities range from \$1,500 Corporate Partners to \$300 Rookie/Tee-Ball Team Sponsors.

We do hope that this is something you might be willing to consider. I can provide you with further details or discuss custom marketing promotions for your organization. Thanks for your consideration in making a difference in the lives of the children at our park!

Respectfully,

Dave Tackett
Vice President of Sponsorships
South Lexington Youth Baseball
859-338-9744
tackett.d@insightbb.com



South Lexington Youth Baseball

Sponsor Information Sheet

Sponsor Name: _____

Contact: _____

Address: _____

Phone #: _____ Fax #: _____

E-mail Address: _____

Type of Sponsorship:

- _____ Corporate Partner - SYLB League Sponsor (\$1,500 per year)
- _____ Platinum Sponsor - Major League Sponsor (\$500 per year - 4 year commitment)*
- _____ Platinum + Sponsor - Major League Sponsor w/ Website Banner (\$1,000/year)
- _____ Gold Sponsor - Minor League Sponsor (\$400 per year - 2 year commitment)*
- _____ Silver Sponsor - Rookie League Sponsor (\$300 per year)
- _____ Silver Sponsor - Tee-Ball League Sponsor (\$300 per year)

- _____ Full color banner (additional \$50 per banner)
- _____ Website (www.slyb.com) advertisement (additional \$50 for sponsors)

***Add \$100 to Major or Minor fee if only sponsoring for 1 year**

Sponsored Team Name: _____

(We will make every effort for this to be your sponsored team)

Sponsor Information Sheet, Sponsorship Fee, and artwork for the banner are needed by March 23, 2012 to ensure the banner is ready for Opening Weekend. Late requests will be processed in an expedited manner.

The following information will be needed to complete your banner:

- Company logo in EPS or Adobe Illustrator format. Include in the subject line "Sponsorship Banner" and e-mail to: slyb@insightbb.com

- Drawing /Sketch of Banner

Banner Sketch



If you have any sponsorship or banner questions, please contact our VP of Sponsorship:

Dave Tackett

tackett.d@insightbb.com

Cell Phone #: 859-338-9744

Make checks payable to SLYB

Mail completed forms and payment to:

South Lexington Youth Baseball

Att: Sponsorship

PO Box 24236

Lexington, KY 40524-4236

Authorized Signature: _____

Date: _____

Print Name: _____

Title: _____



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Sponsor's Rights and Responsibilities

Corporate Partner - SYLB League Sponsor (\$1,500 per year):

- SYLB will place one sign at the entrance of the park identifying you as a Corporate Sponsor.
- SYLB will provide two 3' x 8' Outfield Fence Signs (one for each of the Major/Minor League Fields) and two 3' x 5' Outfield Fence Signs (one for Rookie Field and one for the Tee-Ball Field). These signs will be in accordance with the "Guidelines for Billboards for South Lexington Youth Baseball".
- Sponsor will have company information on SLYB Home Page.
- Sponsor will have the opportunity to be recognized and throw out the ceremonial first pitch at a game in each of the four different leagues.
- Sponsor will be invited to participate in special league activity days at no charge.
- Sponsor is encouraged to actively support SLYB and its designated team through donations of Player gifts/awards, team picnic, post-game snacks, etc.

Platinum Sponsor - Major League Sponsor (\$500 per year - 4 year commitment):

- SYLB will provide one 3' x 8' Outfield Fence Sign. The sign will be in accordance with the "Guidelines for Billboards for South Lexington Youth Baseball".
- Sponsor is encouraged to actively support SLYB and its designated team through donations of Player gifts/awards, team picnic, post-game snacks, etc.

Gold Sponsor - Minor League Sponsor (\$400 per year - 2 year commitment):

- SYLB will provide one 3' x 8' Outfield Fence Sign. The sign will be in accordance with the "Guidelines for Billboards for South Lexington Youth Baseball".
- Sponsor is encouraged to actively support SLYB and its designated team through donations of Player gifts/awards, team picnic, post-game snacks, etc.

Silver Sponsor - Rookie League Sponsor (\$300 per year):

- SYLB will provide one 3' x 5' Outfield Fence Sign. The sign will be in accordance with the "Guidelines for Billboards for South Lexington Youth Baseball".
- Sponsor is encouraged to actively support SLYB and its designated team through donations of Player gifts/awards, team picnic, post-game snacks, etc.

Silver Sponsor - Tee-Ball League Sponsor (\$300 per year):

- SYLB will provide one 3' x 5' Outfield Fence Sign. The sign will be in accordance with the "Guidelines for Billboards for South Lexington Youth Baseball".
- Sponsor is encouraged to actively support SLYB and its designated team through donations of Player gifts/awards, team picnic, post-game snacks, etc.



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Guidelines for Billboards

1. All signs shall be 3' X 8' or 3' X 5' in size depending on level of sponsorship. Signs will have a white background and with dark green print. Signs shall be installed on the field side of the fence.
2. All signs are to be made by a professional sign company designated by SLYB.
3. SLYB and the Division of Parks and Recreation reserve the right to reject any sponsor or sponsor's logo, slogan, etc., deemed not appropriate.
4. No sign may endorse alcohol, tobacco, Night Clubs, etc., that is not in the best interest of the Youth involved in the league.
5. All signs will be installed by the league no earlier than April 1 and removed by the league no later than October 30 of that year.
6. It is the responsibility of SLYB to repair damaged signs due to vandalism and weather, excluding normal wear and tear.
7. It is the responsibility of the sponsor to pay for changes to the sign i.e. phone #'s, colors, logo changes, etc.
8. The Sponsor agrees that the decision of SLYB concerning any sign is final.
9. All payments are due to SLYB by March 23th of that year.
10. No Sponsor will be able to pick a spot on the fence. All signs will be installed at random by SLYB.
11. All signs are the property of SLYB during the duration of the contract with the Sponsor.
12. All signs will be stored by SLYB during the off-season.
13. The sign becomes the property of SLYB once the sponsor has fulfilled the contract and does not wish to continue. The sponsor may, after fulfilling the contract, purchase their sign for \$250.00.
14. The Sponsor agrees that the main purpose of the Sign is for the Promotion of the Youth of the league.
15. The area behind the pitcher shall be free of signage. Signs shall be installed in such a manner that no sign shall be erected within 16' of an imaginary line from home plate through the center of the field.