



West Madison Little League

SPONSORSHIP INFORMATION

We're About a Game...

West Madison Little League is a volunteer-driven, 501(c)(3) non-profit organization that was founded in 1959. WMLL is proud to provide affordable top-quality baseball and softball programs for boys and girls aged 7-16 years with two seasons of play, a family-friendly ballpark, and first-class playing fields. In a typical year, over 1,000 boys and girls played on 90 teams in more than 700 games during West Madison Little League's spring/summer and fall seasons of play.

...And So Much More!

Our mission is to provide a safe, supportive environment so that all WMLL players have fun, improve their skills, develop positive core values and learn important life lessons like sportsmanship, teamwork, leadership and doing one's best – lessons that extend far beyond the playing field. In support of our mission, WMLL proudly offers a Fall Challenger Baseball League for players with physical and mental disabilities and scholarship support for players whose families need financial assistance.

Benefits of Being A Sponsor

West Madison Little League understands our sponsors dual desire to make a positive contribution AND promote their business/organization. We offer a variety of ways you can give back while providing visibility at low cost.

- Build community goodwill by sponsoring a local family-oriented non-profit with a positive mission
- Directly support 1,000+ boys and girls playing on 90 teams in more than 700 games at WMLL each year
- Increase awareness of your company's products and services through visible signage and digital media
- Qualify for a tax deduction since WMLL is a non-profit 501(c)(3) charitable organization

Our Players, Families & Volunteers = Your Customers

WMLL players reside primarily in the Madison West, Madison Memorial and Middleton-Cross Plains high school attendance areas, but our Fall Ball program also attracts players from the entire city of Madison and surrounding communities. The annual attendance at WMLL's ballpark is estimated to be 36,000+.

- WMLL's spring/summer season runs from late April thru mid-July with ~600 players on 50 teams playing 450 total games, while the fall season runs from late August thru mid-October with ~500 players on 45 teams playing 250 total games.

Choose the Sponsorship that Best Suits Your Needs

West Madison Little League (WMLL) offers a variety of sponsorship opportunities and is happy to work with you to find the sponsorship that works best for your business/organization – including tailored opportunities not listed below.

<\$500/year

- Website Logo + Link = \$200
- Player Scholarship Fund = \$300
- Challenger League Fund = \$300
- Sign (Minor Field) = \$375
- Team (Fall Season) = \$425
- Sign (Major/Senior Field) = \$450
- Picnic Porch Brick = \$100 - \$500

\$500-\$1000/year

- Roster Program = \$500
- Team (Spring/Summer Season) = \$650
- Field Condition Updates = \$725
- Team (both seasons) = \$950
- Dugout (Single) = \$1000
- Scoreboard (Minor Field) = \$1000

>\$1000/year

- Scoreboard (Major/Senior Field) = \$1250
- Picnic Porch = \$2000
- Batting Cage (1 lane) = \$2500
- Batting Cage (both lanes) = \$4000
- Playing Field = contact WMLL
- Special Events = contact WMLL

- **Sponsorship terms:** All sponsorships are for a three-year period and include both WMLL's spring/summer and fall seasons, unless otherwise noted.
- **Discounts & in-kind contributions:** WMLL offers a 5% discount to sponsors that support WMLL with two or more sponsorships in the same year and a 7.5% discount to sponsors that prepay for all three-years of their sponsorship commitment in advance. WMLL may accept in-kind donations of needed goods or services in lieu of payment.
- **Bonus promotion:** WMLL recognizes all sponsors on WMLL's website (wml.org), ballpark information board, and annual roster program distributed to players and coaches each year. WMLL is pleased to work with sponsors on additional special promotional offerings at the WMLL ballpark or for the WMLL community.
- **Premier sponsors:** WMLL provides premier sponsors with additional free promotional opportunities. Possibilities include special recognition on the ballpark information board, one large Picnic Porch sponsor brick (\$500 value), a Website Logo + Link sponsorship (\$200/year value) and other special opportunities.

SPONSOR A WMLL TEAM, LEAGUE OR PLAYER!		
Team	Highlight your business/organization via naming rights for a WMLL baseball or softball team. <ul style="list-style-type: none"> • Sponsor names appear on team jerseys, schedules and standings on WMLL's website and ballpark information board, and in the spring/summer season roster program distributed to all WMLL families. 	<ul style="list-style-type: none"> • Spring/Summer Season: \$650/year • Fall Season: \$425/year • Both Seasons: \$950/year (save 12%)

Player Scholarship Fund	Support WMML's efforts to ensure that every child who <u>wants</u> to play at WMML <u>can</u> play at WMML. <ul style="list-style-type: none"> WMML's Player Scholarship Fund provides support to players from families in need of financial assistance. 	<ul style="list-style-type: none"> Sponsor: Starting at \$300/year Donor: Up to \$300/year
Challenger League Fund	<ul style="list-style-type: none"> WMML's Challenger League Fund supports WMML's Challenger League for players with physical and mental disabilities. <i>Scholarship & Challenger League Fund sponsors receive a complimentary large brick on the wall of WMML's Picnic Porch (a \$500 value)</i> 	

BE A PART OF WMML'S FIRST-CLASS, FAMILY-FRIENDLY BALLPARK!

Special Events	Promote your business/organization by sponsoring a signature WMML special event like Opening Weekend, League Tournaments, Home Run Derby, Movie Night at the Ballpark, etc.	<ul style="list-style-type: none"> Special Events: Contact WMML
Batting Cage	Highlight your business/organization on WMML's highly visible and frequently used batting cage during both seasons of play. <ul style="list-style-type: none"> <i>The batting cage sits adjacent to the main ballpark entryway and is highly visible from Forward Drive and WMML's parking lot. Teams gather at and use the batting cage before every game before</i> 	<ul style="list-style-type: none"> One Lane: \$2500/year Both Lanes: \$4000/year
Scoreboard	Advertise your business/organization on a large billboard located immediately above the scoreboard during both seasons of play. <ul style="list-style-type: none"> <i>As scoreboards are a focal point during every game, scoreboard billboards provide a premium promotional opportunity.</i> 	<ul style="list-style-type: none"> Minor Field (2' x 5'): \$1000/year Major Field (2' x 8'): \$1250/year Senior Field (2' x 8'): \$1250/year
Dugout	Promote your business/organization on a 4' x 4' sign prominently placed on the back of a WMML dugout during both seasons of play. <ul style="list-style-type: none"> <i>As dugouts are a prominent ballpark feature gathering spot, dugout sponsorships provide a unique promotional opportunity.</i> 	<ul style="list-style-type: none"> (Single) Dugout: \$1000/year
Field Sign	Highlight your business/organization on a large full-color sign on the outfield fence during both seasons of play.	<ul style="list-style-type: none"> Minor Field (3' x 10'): \$375/year Major Field (4' x 10'): \$450/year Senior Field (4' x 10'): \$450/year
Picnic Porch	Advertise your business/organization on two large signs on the WMML picnic porch, a popular shaded and covered spot with picnic tables heavily used by the WMML community for gatherings, meals, parties and meetings.	<ul style="list-style-type: none"> Picnic Porch: \$2000/year <i>(not available until 2031)</i>
Picnic Porch Brick	Feature your business/organization on a sponsor brick permanently mounted inside WMML's Picnic Porch. <ul style="list-style-type: none"> <i>Three sizes are available: LARGE (12" x 12" brick with logo or up to 10 lines of text), MEDIUM (8" x 8" brick with up to 6 lines of text) and SMALL (4" x 8" brick with up to 3 lines of text)</i> 	<ul style="list-style-type: none"> Large Brick: \$500 one-time fee Medium Brick: \$200 one-time fee Small Brick: \$100 one-time fee

BE FEATURED IN KEY WMML COMMUNICATIONS!

Field Condition Updates	Publicize your business/organization on WMML's field condition webpage and an email alert sent to 500+ subscribed families and volunteers whenever there is a change in field playing status. <ul style="list-style-type: none"> <i>Your business/organization's name and color graphic (linked directly to your website) are featured on both the webpage and every email alert.</i> 	<ul style="list-style-type: none"> Spring/Summer Season: \$500/year Fall Season: \$325/year Both Seasons: \$725/year <i>(save 12%)</i>
Roster Program	Feature your business/organization on the back of the WMML roster program distributed to players, families and coaches as a resource for the spring/summer season and a keepsake afterwards. <ul style="list-style-type: none"> <i>The program is 8.5" x 5.5" with the sponsor advertisement in black print on the back cover.</i> 	<ul style="list-style-type: none"> Spring/Summer Season: \$500/year
Website Logo + Link	Enhance the complimentary listing that all sponsors receive on the sponsor page of WMML's website via the addition of a logo and built-in hyperlink that takes potential customers directly to your website.	<ul style="list-style-type: none"> Both Seasons: \$200/year

Interested in Becoming A Sponsor? Have Questions?

For additional information, please visit www.wmll.org/resources/for-donors-sponsors or contact WMML's Fundraising Chair Katie Johnson at katelu32@gmail.com or 217/721-1729 or Executive Director Brian Beutter at brian.beutter@gmail.com or 608/535-0001.