



# Martinez Little League

## 2022 Sponsor Form

### Sponsorship Information

#### Why is sponsorship important?

Martinez Little League is a non-profit organization (federal tax 52-1288103) affiliated with Little League Baseball, Inc. that must charge registration fees in order to cover operating costs. Since registration fees are usually well below the amount needed to operate the league each year, the league depends on fund raising activities and sponsors to help meet the operating needs of the league. Little League Baseball, Inc. encourages local districts to avoid turning away children for financial reasons. Therefore, sponsorship donations help allow us to offer little league baseball and softball to children that may not otherwise have the financial means to otherwise play.

#### How much does it cost to sponsor a team?

For the 2022 season, we are offering 2 tiers of sponsorship.

**Tier 1 - \$300.00 each.** Includes 3' x 5' banner with sponsors name, phone number and web address on it displayed at every game and carried in our annual opening day parade (provided by the league), Sponsor/Business information displayed on our league website and Sponsor plaque with team picture.

**Tier 2 - \$500.00 each.** Includes everything from Tier 1, **PLUS** your company name displayed all season long at our Hidden Lakes Fields (not just during game times).

#### What is the sponsorship money used for?

Martinez Little League uses all funds for its general operating needs, unless mandated otherwise by its Board of Directors. Operating expenditures primarily include purchases of uniforms, equipment, player photographs and awards, coach and umpire training, and field maintenance. Administrative expenditures of the league have historically been approximately 5-6%.

#### What can I expect in exchange for sponsoring a team?

- Banner displayed at every game.  
Business name with phone number or web address prominently printed on a banner (approx. 3'x 5') to be displayed at each game and carried in the annual City of Martinez Youth Baseball and Softball Parade Opening Ceremonies.
- Sponsor/Business information displayed on League website.
- Sponsor plaque and team picture.

#### Who should I contact about sponsorship questions or concerns?

Martinez Little League Email: [bestgameinmtz@gmail.com](mailto:bestgameinmtz@gmail.com) or  
write to Martinez Little League, P.O. Box 626, Martinez, CA 94553

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***This is what will be displayed on the banner:***

Sponsor/Business name: \_\_\_\_\_

Sponsor/Business phone: \_\_\_\_\_

Business web site \_\_\_\_\_

Contact name: \_\_\_\_\_ Contact phone: \_\_\_\_\_

Email \_\_\_\_\_

Sponsor/Business address: \_\_\_\_\_

- ☐ I would like to sponsor a team, but no team in particular.
- ☐ I would like to sponsor the following team: \_\_\_\_\_

Please note: Sponsorship can be taken at any time during the season, however, in order to have the banner completed for Opening Ceremonies, paperwork and payment must be received by February 15, 2022. Your cooperation is appreciated.

**Sponsorship cost: (Circle one)      Tier 1 - \$300.00      Tier 2 - \$500.00**  
**(please make checks payable to: Martinez Little League)**

Please return completed form and payment to:

Martinez Little League  
P.O. Box 626  
Martinez, CA 94553

**The parents and children of the Martinez Little League thank you very much  
for your contribution and participation.**