[Date]

[Your League Name]

[Your Name]

[Your Phone]

[Your email]

Dear [First Name of Contact Person at the Business],

Every year, we invite local businesses to sponsor our league. After thinking of businesses in the community that we want to be affiliated with, we naturally thought of [Business name] because [reason you want them as your sponsor].

Sponsoring our league is not only a great way to get involved with the community; **it’s also an amazing form of marketing for your business**. Our league has [Number of players on in your league]. That means your business will have branding in front of hundreds of people and generate [Number of players in your league multiplied by total number of games multiplied by 3 people per family] impressions in the [Your city] area and thousands more online. With that type of exposure, everyone will remember that [Business name] supported our league.

This year, we have three sponsorship packages available:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Digital ($250) | Team ($500) | League ($1,000) |
| Logo on our website | Yes | Yes | Yes |
| Social media posts | 1 per season | 1 per season | 2 per season |
| Email blasts | 1 per season | 1 per season | 2 per season |
| Logo on jerseys |  | 1 team | 2 teams |
| Attend a game |  | 1 per season | 2 per season |
| Picture of team |  | Yes | Yes |
| Large banner at field |  |  | Yes |
| Plaque |  |  | Yes |

We understand that you have several choices when considering different marketing and community outreach opportunities, but we truly believe that this is a great fit. If you want something a little more customized in return for your sponsorship, we are very open to your ideas.

The truth is [name of sport] is an expensive sport and some families in our league can’t afford the cost. We ask for sponsorship to help subsidize the cost of new equipment/apparel, scholarships for players who can’t afford to play, and field maintenance.

I know that [Business name] does a great job of improving the community, and we thank you for your continued support. You are making [Your city] a better place to live.

If you have any questions, please contact me directly at [Your phone number] or [Your email].

Thank you,

[Your Signature]

[Your role with your league]