

HHYA SPORTS

Baseball



Softball



Basketball



Dear HHYA Supporter:

Welcome to a new year of Haddon Heights Youth Athletics (HHYA) Baseball, Softball and Basketball! We are excited to share with you some new corporate sponsorships and marketing opportunities for your business.

HHYA is a 501(c) (3) organization faithfully managed by a volunteer board with support from area sponsors, local families and community volunteers. HHYA's mission is to provide Haddon Heights' youth with opportunities to develop as athletes, individuals and citizens through our baseball, softball and basketball programs. Our goal is to help our youth reach their full potential by providing capable coaching, quality instruction and challenging competition, all while promoting sportsmanship and encouraging cooperative, responsible behavior.

What Sponsorships are Available?

HHYA now offers a menu of corporate sponsorships and marketing strategies ranging from \$100 to \$7,500 that include many targeted benefits to enhance your company's visibility in Haddon Heights and neighboring towns and to position your company as a committed, local supporter of HHYA Sports. Refer to the **HHYA Sponsorship Opportunities** document to review the benefits available at each level.

How do I become a Sponsor?

It's easy! First, select the sponsorship that's right for you. Next, complete your **HHYA Sponsor Commitment Form** and return with payment to HHYA, P.O. Box 1, Haddon Heights. The deadline for sponsorships to start prior to the upcoming Baseball-Softball season is **Friday, March 16, 2011** (Opening Day is Saturday, March 31, 2012). For more information, please contact HHYA board members Kathy Sullivan at kosullivan4@verizon.net or Lisa Battino at lisa.battino@comcast.net.

Why should I give to HHYA?

Thanks to sponsorships from local companies, HHYA is able to manage the many costs associated with implementing three athletic programs, including insurance, field maintenance and improvements, uniforms, athletic equipment, umpires/referees, and league/tournament fees, among many others. Continued corporate support has allowed HHYA in recent years to expand our three athletic programs. For example, HHYA now offers fall baseball and softball, travel leagues, and recreational clinics for our young athletes, just to name a few.

On behalf of the families in Haddon Heights and the children in our athletic programs, thank you for your continued support of HHYA Sports. We couldn't do it without YOU!

Sincerely,

HHYA Volunteer Board

SPONSORSHIP OPPORTUNITIES



HHYA 2012-2013



Baseball

Softball

Basketball

Titanium Sponsor \$7,500

BENEFITS WITH TITANIUM SPONSORSHIP INCLUDE:

- Company logo on baseball/softball scoreboard or sponsor sign attached to scoreboard (10 year term)
- Sponsor three (3) athletic teams. Choice of spring/fall baseball, spring softball or winter basketball. Company name on back of shirt for 3 teams (1 year term)
- Two (2) Sponsor signs (approx. 3 X 5) produced by HHYA displayed at baseball/softball field AND high school gymnasium (2 year term)
- Company representative recognized as Titanium-level sponsor during HHYA Baseball-Softball Opening Day Ceremony (1 year term)
- Company representative included in "first pitch" ceremony during HHYA Baseball-Softball Opening Day (1 year term)
- Company logo and hyperlink on HHYA website Sponsor Page website (1 year)
- Company web banner advertisement on HHYA web site at top of home page. Company (name only) also listed on HHYA website Sponsor page with Titanium Sponsors. (1 year term)
- Company logo or name included on all collateral materials produced by HHYA such as registration flyers (1 year term)
- Company (name only) recognized as sponsor in all electronic communications to HHYA family distribution list. (1 year term)

Platinum Sponsor \$2,500

BENEFITS WITH PLATINUM SPONSORSHIP INCLUDE:

- Sponsor three (3) athletic teams. Choice of spring/fall baseball, spring softball or winter basketball teams. Company name on back of shirt for 3 teams. (1 year term)
- Two (2) Sponsor signs (approx. 3 X 5) produced by HHYA displayed at baseball/softball field AND high school gymnasium (1 year term)
- Company representative recognized as Platinum-level sponsor during HHYA baseball/softball Opening Day Ceremony (1 year term)
- Company logo and hyperlink on HHYA website Sponsor Page (1 year)
- Company logo or name included on all collateral materials produced by HHYA such as registration flyers (1 year term)
- Company (name only) recognized as sponsor in all electronic communications to HHYA family distribution list. (1 year term)

Gold Sponsor \$1,500

BENEFITS WITH GOLD SPONSORSHIP INCLUDE:

- Sponsor three (3) athletic teams. Choice of spring/fall baseball, spring softball or winter basketball teams. Company name on back of shirt for 3 teams. (1 year term)
- One Sponsor sign (approx. 3 X 5) produced by HHYA displayed at baseball/softball field or high school gymnasium (1 year term)
- Company verbally mentioned as Gold-level sponsor during HHYA Baseball-Softball Opening Day Ceremony (1 year term)
- Company logo (no hyperlink) on HHYA website Sponsor Page (1 year term)
- Company logo or name included on all collateral materials produced by HHYA such as registration flyers (1 year term)
- Company (name only) recognized as sponsor in all electronic communications to HHYA family distribution list. (1 year term)

Silver Sponsor \$1,000

BENEFITS WITH SILVER SPONSORSHIP INCLUDE:

- Sponsor two (2) athletic teams. Choice of spring/fall baseball, spring softball or winter basketball teams. Includes company name on back of shirt for two teams. (1 year term)
- One sponsor sign (approx. 3 X 5) produced by HHYA and displayed at baseball/softball field or high school gymnasium (1 year term)
- Company verbally mentioned as Silver-level sponsor during HHYA Baseball-Softball Opening Day Ceremony (1 year term)
- Company (name only) listed on HHYA website Sponsor page (1 year term)
- Company (name only) included on all collateral materials produced by HHYA such as registration flyers (1 year term)
- Company (name only) recognized as sponsor in all electronic communications to HHYA family distribution list. (1 year term)

Garnet Sponsor \$500

BENEFITS WITH GARNET SPONSORSHIP INCLUDE:

- Sponsor one athletic team. Choice of spring/fall baseball, spring softball or winter basketball team. Includes company name on back of shirt. (1 year term)
- One sponsor sign (approx. 3 X 5) produced by HHYA and displayed at baseball/softball field or high school gymnasium (1 year term)
- Company mentioned as Garnet-level sponsor during HHYA baseball/softball Opening Day Ceremony (1 year term)
- Company (name only) listed on HHYA website Sponsor page (1 year term)
- Company (name only) included in one electronic communication to HHYA family distribution list. (1 year term)

Bronze Sponsor \$300

BENEFITS WITH BRONZE SPONSORSHIP INCLUDE (CHOOSE ONE OF THE FOLLOWING THREE OPTIONS):

OPTION 1:

- Sponsor one athletic team. Choice of spring/fall baseball, spring softball or winter basketball team. Includes company name on back of shirt.(1 year term)
- Company (name only) listed on HHYA website Sponsor page. (1 year term)
- Company (name only) included in one electronic communication to HHYA family distribution list. (1 year term)

OPTION 2:

- One sponsor sign (approx. 3 X 5) produced by HHYA and displayed at baseball/softball field or high school gym. (1 year term)
- Company (name only) listed on HHYA website Sponsor page. (1 year term)
- Company (name only) included in one electronic communication to HHYA family distribution list. (1 year term)

OPTION 3:

- Web banner advertisement of company on HHYA web site at top of HHYA.org home page.
- Company (name only) also listed on HHYA website Sponsor page. (1 year term)
- Company (name only) included in one electronic communication to HHYA family distribution list. (1 year term)

Patron Sponsor \$100

BENEFITS WITH PATRON SPONSORSHIP INCLUDE:

- Company (name only) also listed on HHYA website Sponsor page. (1 year term)

HHYA Sponsor Commitment Form

Please return this form and payment to:

Haddon Heights Youth Athletics, Inc. (HHYA), P.O. Box 1, Haddon Heights, NJ 08035

For more information contact:

Contact Kathy Sullivan at kosullivan4@verizon.net or Lisa Battino at lisa.battino@comcast.net

***** DEADLINE IS FRIDAY, MARCH 16, 2012 *****

When completing this Sponsor Commitment Form, please include your choice preference (i.e., 1st, 2nd, 3rd) where appropriate. Team Sponsors and Sign Sponsors are assigned on a first come, first response basis. We will attempt to accommodate your preferences; however, due to a limited number of teams in some leagues (i.e., Girls and Boys Majors) we may not be able to fulfill all preference requests. HHYA reserves the right to assign sponsorship where needed if preferences cannot be accommodated. HHYA cannot accommodate special requests after the due date.

HHYA SPONSOR COMMITMENT (check box):

- Titanium Sponsor..... \$ 7,500
- Platinum Sponsor \$ 2,500
- Gold Sponsor \$ 1,500
- Silver Sponsor \$ 1,000
- Garnet Sponsor \$ 500
- Bronze Sponsor \$ 300
- Patron Sponsor \$ 100

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Business Name: _____

(Please provide exact wording for uniform or sign.)

Mailing Address: _____

Contact Name: _____

Phone: _____

E-Mail: _____

Logo/Short Message for Sign (Space Permitting):

If sponsoring a new sign and you would like to use a specific logo, please include it in JPG, EPS or other format and HHYA will try to accommodate your request.

Special Request for a Team: _____

If you would like to sponsor your child's team, please provide the child's full name, age and sport: _____

IF YOUR SPONSORSHIP INCLUDES SPONSORING A TEAM:

If your sponsorship includes serving as a team sponsor, please number your choice preferences (1st, 2nd, 3rd choice) for sport, season and age level. Requests are not guaranteed.

Baseball: Spring 2011

- ___ T-Ball Instructional League (5)
- ___ Clinic Instructional League (6)
- ___ Rookies Division (7, 8)
- ___ Minors Division (9, 10)
- ___ Majors Division (11, 12)
- ___ Teens Development League (13)
- ___ Teens League (14, 15)

Baseball: Fall 2011

- ___ Rookies Division (7, 8)
- ___ Minors Division (9, 10)
- ___ Majors Division (11, 12)
- ___ Teens Development League (13)
- ___ Teens League (14, 15)

Softball: Spring 2011

- ___ Girls Instructional League (5, 6)
- ___ Rookies League (7, 8)
- ___ Minors League (9, 10)
- ___ Majors League (11, 12)
- ___ Juniors League (13, 14, 15)

Basketball: Winter 2012

- ___ Boys-Girls REC Clinic (Grade 1)
- ___ Boys-Girls REC Clinic (Grade 2)
- ___ Boys REC (Grades 3-4)
- ___ Girls REC (Grades 3-4)
- ___ Boys REC (Grades 5-6)
- ___ Boys REC (Grades 5-6)

IF YOUR SPONSORSHIP INCLUDES A CORPORATE SIGN:

If your sponsorship includes a SIGN, please include your choice preferences (1st, 2nd, 3rd choice) for field placement. Requests are not guaranteed.

- ___ Memorial Field: Baseball Field
- ___ Memorial Field: Softball Field(s)
- ___ Boys Majors Baseball Field
- ___ Boys Minors Baseball Field
- ___ High School Basketball Gym

