

## Cactus Foothills South Little League

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Re: Sponsorship Opportunities – Little League Baseball

Please allow me to introduce myself. My name is Russell Roderick and I am the Director of Fundraising for the Cactus Foothills South Little League (CFSLL). In addition to being an active parent and coach for my own kids in the league, I also have a business in the community which has been involved with the league the past few years.

CFSLL is a 501(c)(3) non-profit organization and is part of the Little League Arizona District 3. CFSLL was established on October 1, 2000. We have outstanding youth baseball and softball programs for children (ages 5 – 16) in the NE Phoenix, NW Scottsdale and Cave Creek area. CFSLL has been able to provide 350+ kids each year with knowledgeable instruction and a lifetime of fun little league memories for them and their entire families. The league currently obtains almost all of its funding from registration fees. These fees work to cover only the basic costs of running the league like player/coach training, umpire fees, uniforms, field maintenance and equipment.

I am reaching out to you, our local community leaders and business owners, or those who work for larger companies with a philanthropic mindset to help raise funds for our league. We are offering excellent advertising and community exposure in return. On average, over 3,000 people visit our CFSLL field complex every week (not including tournaments, school activities and other special events). With your help, we will use your contributions to assist us in our efforts to accommodate the growth of our league, provide the safest place for our kids to play and create a wonderful family environment which everyone in our community can take great pride in. Please review the attached sponsorship packages to see how you, your company, or a business you are associated with could help us provide our children with the best playing experience possible.

For more information regarding sponsorship packages, please visit our website at [www.CFLSouth.com](http://www.CFLSouth.com) or contact us via phone at 602.326.9779 (Russell) or via email at [info@CFLSouth.com](mailto:info@CFLSouth.com).

Thank you very much for taking the time to read this letter and we hope that your company would consider being a CFSLL Valued Sponsor for our upcoming 2010 season.

Sincerely,

Dr. Russell Roderick  
Director of Fundraising  
Cactus Foothills South Little League