



# South London Baseball Sponsorship & Donation Opportunities Primer

## 6 REASONS TO SPONSOR A TEAM!

Source: Kate Nematollahi, Marketing Director at National Alliance for Youth Sports

**1. Possible tax incentive.** South London Baseball is a registered nonprofit organization. Businesses can get a tax break for making a charitable donation. That is just another added benefit of sponsoring youth sports.

**2. Build goodwill.** Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their youth. This feeling can instill loyalty among a business' current and future patrons.

**3. Outstanding value for the dollars invested.** Although sponsorship package costs vary from organization to organization, they commonly range from \$100 up to \$5,000 or more. When comparing the cost of other marketing outlets like print, television and billboard advertising, youth sports sponsorships can be a great value and a smart option to include into the marketing mix.

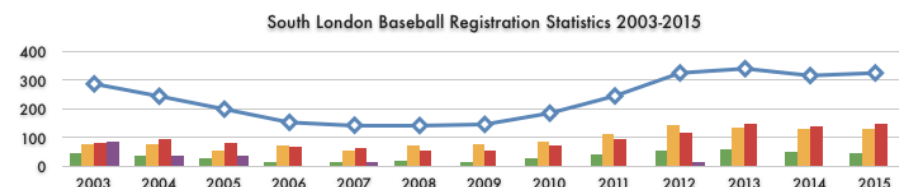
**4. Increase awareness of the company's products and services.** Each sponsorship package has benefits for the sponsor built in: website advertising, company name on uniforms, etc. Through a sponsorship, a company's brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans.

**5. Help keep the cost of youth sports programs low.** Player participation fees cover the majority of the costs of a youth sports program but support from sponsors provides additional resources which can help keep participation fees low. With lower fees, more families are able to afford to sign up and that means more children being able to receive the many benefits of sports.

**6. A welcomed form of advertising.** In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports.

## South London Baseball Stats

Since 2003, South London Baseball has enrolled over 3,500 youth in our programs.



- The South London catchment area has an estimated 13,000 youth. Our enrollment represents 26% of the youth population.
- South London Baseball serves an area from Commissioners Road south to the City Limits and east from Highbury Avenue to Wharncliffe Road.
- Our league annual operating budget is approximately \$70,000.00 with sponsorship making up approximately 15% of annual revenues.

"We know \$500 from a local company to a youth team goes a long way to offset the rising costs of sports. But what the company may find is that their sponsorship also goes a long way to strengthen the bond between their brand and their community."

*Kate Nematollahi*

## EVERYONE CAN BE A SPONSOR!

Even with the smallest financial contribution, you or your organization can experience the benefits of supporting a community run youth sports organization!

	Home Run (\$350.00)	Grand Slam (\$450.00)	Division (\$1000.00)
Sponsor logo placed on league website with link to sponsors website	x	x	x
Sponsor logo printed on team set of jerseys	x	x	x
Sponsor logo featured on sponsored teams webpage (TeamWall)	x	x	x
Custom thank you plaque provided to sponsor at end of season	x	x	x
Sponsor thanked through social media at start and end of season		x	x
\$50.00 facebook advert run for SLBA league event with mention of sponsor (approximate reach of 12,000 facebook users)		x	x
Sponsor logo appears in all league publications		x	x
1 page ad featured in all league publications			x
SLBA division named after sponsor			x

Want to Sponsor a team today?

Download our Sponsorship Form ([click here](#)) or visit the South London Store ([here](#)) to complete the form and sponsor via credit card.