

FERNDALE

RECREATION • GERRY KULICK COMMUNITY CENTER
1201 Livernois 248.544-6767 www.ferndalemi.gov

Spring Baseball/Softball 2016 *Sponsorship Guide*



Season: May to July
Place: Ferndale Parks
Ages: 5 to 14



Event Overview:

We structure our Youth Baseball and Softball programs for a great experience for a wide range of age groups and skill levels. Starting with Opening Day in early June, our teams across five different age groups will play against each other and against teams from other cities, including Hazel Park, Oak Park, Madison Heights and Pleasant Ridge. We also field an all-girls softball league for ladies ages 9 and up that also competes against teams from other cities.

Promotion:

This league will be promoted through all of Ferndale Recreation's marketing channels, including websites, social media, e-blasts, press releases, flyers and signage. It will also be featured on social media after the event through online photos and albums.

Expected Participation:

We average around 170 participants per year in our Youth Baseball and Softball programs across five different baseball league formats, including pony, tee-ball, machine pitch, minor and major leagues, and one softball league. With the help of sponsors in 2015, we were able to field teams for 173 kids to participate in the program across all five baseball leagues, including 14 girls on the softball team.



How You Can Help:

Purchasing a team sponsorship in any of our leagues helps to offset the miscellaneous operating costs associated with our program. These include umpires, uniforms, trophies/certificates and field maintenance. It also help us to replace old and/or damaged equipment (bats, balls, worn bases, etc.) to make sure that our participants are getting the best experience possible.

Sponsorship Deadline:

In order to be guaranteed the benefits listed under each sponsorship type, sponsorships must be approved and paid by **Thursday April 14, 2016.**



Sponsorship Packages



Team Sponsorship

\$250 (limited based on number of teams)

- Name of business will go on your sponsored team's jerseys and on the team schedules.
- At the end of the season, you'll receive a plaque with your team's name and picture on it commemorating your involvement with the program.

Available league teams:

Tee-Ball League:

- Co-ed ages 5 - 6
- Players hit from a tee rather than actual pitch

Machine Pitch League:

- Co-ed ages 7 - 8
- Kids bat on a slow-pitch machine in order to introduce the 3-strike rule.

Pony League:

- Co-ed ages 9 - 10
- First league where players pitch to players on a smaller field. No stealing.

Minor League:

- Co-ed ages 11 - 12
- Player pitch from 50 feet. No stealing until pitcher has released the ball.

Major League:

- Co-ed ages 13 - 14
- Normal baseball rules.

Softball League:

- Girls ages 11 & Under
- Slow-pitch, underhand softball league for girls.

Thank you to our 2015 sponsors!!!



Spring 2016 Sponsorship Registration Form



Business Name: _____

Business Contact: _____

Business Address: _____

Phone Number: _____ Contact E-Mail: _____

Sponsorship Choice 1:

Event/Program: _____

Sponsorship Level: _____ Amount: _____

Sponsorship Choice 2:

Event/Program: _____

Sponsorship Level: _____ Amount: _____

Please include:

- Completed form
- Payment in full. We accept cash, check or credit card. Sponsorship benefits are not available until payment is received. Payment plan options are available. Contact Emanuel Johnson for more information.

Cash **Check #:** _____ **Payable to Ferndale Recreation**

Card #: _____ **Exp.:** _____ **MC / Visa / AMEX**

Billing Address: _____

Signature: _____ **CVV:** _____

Mail to:

Ferndale Recreation
1201 Livernois St.
Ferndale, MI 48220

Contact:

Emanuel Johnson
248-544-6767
ejohnson@ferndalemi.gov

Sponsorships are nonrefundable unless desired level is filled. Sponsorships and donations are accepted up to the start of the season, but sponsorships must be received by the determined deadline in order to guarantee all listed of the benefits for each sponsorship.