

February 20, 2010



RE: 2010 Royal York Baseball League Sponsorship Support

Dear Etobicoke Business Owner/Manager,

Spring is around the corner and children will soon be enjoying baseball on the fields in your business community. Baseball is one of the most well-rounded team sports, encouraging an active lifestyle and teaching children skills and coordination, sportsmanship, self-esteem and cooperation. Owing great thanks to our sponsors, Royal York Baseball League (RYBL) has maintained high-quality and affordable house league and rep baseball for girls and boys of all ages, for over 50 years!

Consider becoming a team sponsor in 2010. Sponsorship helps cover 15 – 20% of league expenses allowing Royal York Baseball to make investments in ongoing equipment upgrades, field maintenance, and professional coach and player development clinics. Sponsorship also contributes to permit fees, uniform jerseys, and umpiring costs.

This year, in return for your sponsorship support, RYBL is excited to offer a new incentive that can deliver direct, measurable returns to your business. Royal York will print and distribute a coupon book with one advertising block (coupon) allotted for each team sponsored.

Royal York Baseball League encourages families to use our sponsors' services. With coupon books hand-delivered to approximately 2000 parents that live and play in your business area, awareness of your sponsorship will reach much farther! **Present a great trial offer, and you could win over a local, repeat customer.**

For the 2010 season, RYBL will be holding sponsorship rates the same as the last 4 years. For a team sponsorship rate of \$400, RYBL will advertise your company in the following ways:

- Company Name on Team Jersey.
- Company Name displayed on RYBL Web Site (www.rybl.com).
- Commemorative Wall Plaque with Company Name and Team Picture
- Coupon distribution promoting your business to ALL families in the league

RYBL has a limited number of sponsorship positions available to be filled, so please call me today to support youth baseball in South Etobicoke, and take advantage of this year's premium targeted advertising opportunity. I can be reached at (416) 768-5466 or by email at nicolecormier206@sympatico.ca. You can also review the offer on our website www.rybl.com.

We look forward to your support in 2010!

Sincerely,

A handwritten signature in cursive script that reads "Nicole Cormier".

Nicole Cormier
Sponsorship Coordinator, Royal York Baseball League



Rybl Sponsorship Agreement Form

Business Name: _____

Business Address: _____

Business Phone: _____

Contact Person: _____

Email Address: _____

**Preferred Division/
Age Group:** _____

**Preference of Jersey
Colour:** 1. _____ 2. _____ 3. _____

Team Name: _____

Jerseys show the business name unless you provide an alternate here

Please select team sponsorship or division sponsorship:

- \$400 Team Sponsorship
 \$2500 Division Sponsorship

**Team Jerseys are produced at the end of March.
Sponsorship payment deadline is March 26, 2010**

Please provide a cheque payable to Royal York Baseball League

- YES! I want my company in the Sponsor's Coupon Book
(We will contact you to confirm advertising details)
- Please create coupon artwork for me
- I can provide my own coupon artwork

Mail completed Sponsorship Agreement Form and payment to:

Royal York Baseball League
c/o Nicole Cormier, Sponsorship Coordinator
40 Huntsmoor Rd
Etobicoke, ON
M9W 3R5