



South Lexington Youth Baseball
P.O. Box 24236
Lexington, Kentucky 40524-4236

Sponsorship Information

The South Lexington Youth Baseball organization dates to 1956 when it was founded under the name Southland Little League. In the early 1970s, the Southland organization merged with the Stonewall Independent League under the banner of South Lexington Little League with a 10-team Major League division, the same as today. Besides the Major League division, South Lexington now has Minor, Rookie and T-Ball divisions which serve approximately 750 youngsters between ages 4-12. Counting practice time, the baseball season runs from early March through late October. Games are played on four fields--three of them lighted--at Shillito Park, which is one of the finest youth baseball facilities in the region.

We are in need of sponsors for many of the teams and we would like to ask for your support as we begin the 2010 season. Please find attached a few levels of sponsorship for your consideration. No money is needed upfront. All sponsorships will be invoiced. Please submit sponsorship requests as early as possible.

If interested, please contact:

Doug Taylor VP of Sponsorship
doug.taylor@windstream.net

859-983-3140 cell
859-223-2570 home

Sincerely,

Doug Taylor
Vice President of Sponsorships
South Lexington Youth Baseball



*South Lexington Youth Baseball
Sponsor Information Sheet*

Sponsor Name: _____

Contact: _____

Address: _____

Phone #: _____ Fax #: _____

E-mail Address: _____

Type of Sponsorship:

- _____ Major League “Platinum” (\$500 per year – 4 year commitment) *
- _____ Minor League “Gold” (\$400 per year – 2 year commitment) *
- _____ Rookie League “Silver” (\$300 per year) **
- _____ T-ball League “Silver” (\$300 per year) **
- _____ “Bronze” Sponsorship (\$100 per year) **

* ADD \$100 to Major or Minor Fee if only Sponsoring for 1 year – Includes Company Info on SLYB Website

** ADD \$50 to your Fee & Have your Company Info on SLYB’s Home Page !!

Team Name _____

(We will make every effort for this to be your sponsored team.)

****Please email or mail completed form along with all information required ****

Payment Terms: (Make checks payable to: S.L.Y.B.)

_____ Lump Sum \$ _____ Date Received: _____

Authorized Signor: X _____

Date: _____

For Official Use Only:

Bill date:	Amount	Received	Balance
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

***South Lexington Youth Baseball
Team Sponsor's Rights and Responsibilities***

“Platinum Sponsorship”

Major League Team Sponsor (\$500 per year – 4 year commitment):

- SLYB will provide one 3’X8’ Outfield Fence Sign for the duration of this agreement. The sign will be in accordance with the “Guidelines for Billboards for South Lexington Youth Baseball”.
- Sponsor name and address will appear in the SLYB directory.
- Sponsor will receive a Sponsor’s plaque with the Team photo.
- Sponsor is encouraged to actively support SLYB and it’s designated team through donations of player gifts/awards, team picnic, post-game snacks, etc.

“Gold Sponsorship”

Minor League Team Sponsor (\$400 per year – 2 year commitment):

- **Sponsor name and address will appear in the SLYB directory.**
- SLYB will provide one 3’X8’ Outfield Fence Sign for the duration of this agreement. The sign will be in accordance with the “Guidelines for Billboards for South Lexington Youth Baseball”.
- Sponsor will receive a Sponsor’s plaque with the Team photo.
- Sponsor is encouraged to actively support SLYB and it’s designated team through donations of player gifts/awards, team picnic, post-game snacks, etc.

“Silver Sponsorship”

Rookie League Team Sponsor (\$300 per year):

- Sponsor name and address will appear in the SLYB directory.
- SLYB will provide one 3’X5’ Outfield Fence Sign for the duration of this agreement. The sign will be in accordance with the “Guidelines for Billboards for South Lexington Youth Baseball”.
- Sponsor will receive a Sponsor’s plaque with the Team photo.
- Sponsor is encouraged to actively support SLYB and it’s designated team through donations of player gifts/awards, team picnic, post-game snacks, etc.

“Silver Sponsorship”

Tee-Ball Team Sponsor (\$300 per year):

- Sponsor name and address will appear in the SLYB directory.
- SLYB will provide one 3’X5’ Outfield Fence Sign for the duration of this agreement. The sign will be in accordance with the “Guidelines for Billboards for South Lexington Youth Baseball”.
- Sponsor will receive a Sponsor’s plaque with the Team photo.
- Sponsor is encouraged to actively support SLYB and it’s designated team through donations of player gifts/awards, team picnic, post-game snacks, etc.

“Bronze Sponsorship” (\$100 per year):

- Sponsor name and address will appear in the SLYB directory.

Dear South Lexington Youth Baseball Sponsor:

I will need to gather the artwork, the sponsorship fee and general information needed for the vinyl banners by March 26, 2010 to ensure the banner is ready for Opening Weekend. Later requests will be processed in an expedited manner.

I will need the following information to complete your banner:

(If you were a sponsor in 2009 this form is not needed. We have secured all artwork and will repeat your banner from last year.)

- 1. Company logo in EPS or Adobe Illustrator format.**
- 2. Company color preferred on banner.**
- 3. Drawing or Sketch of banner. (Please use space below or attach example)**
(Banners will be white vinyl with 1 to 3 colors)

Please email all sponsorship sign-up material and banner information to:

Doug Taylor
doug.taylor@windstream.net

(New Banners take approx 5-7 days from approved artwork to be produced)

If you have any sponsorship or signage questions please contact Doug @ 983-3140 (cell).

Thanks again for your support in 20010. We hope to see you at the ball park.

Doug Taylor
VP of Sponsorship

*South Lexington Youth Baseball
Guidelines for Billboards*

1. All signs shall be approx. 3'X8' or 3'X5' in size depending on level of sponsorship. Signs shall be installed on the field side of the fence.
2. All signs are to be made by a professional sign company designated by SLYB.
3. SLYB and the Division of Parks and Recreation reserve the right to reject any sponsor or sponsor's logo, slogan, etc., deemed not appropriate.
4. No sign may endorse alcohol, tobacco, Night Clubs, etc., that is not in the best interest of the Youth involved in the league.
5. All signs will be installed by the league no earlier than April 1 and removed by the league no later than October 30 of that year.
6. It is the responsibility of SLYB to repair damaged signs due to vandalism and weather, excluding normal wear and tear.
7. It is the responsibility of the sponsor to pay for changes to the sign i.e. phone #'s, colors, logo changes, etc.
8. The Sponsor agrees that the decision of SLYB concerning any sign is final.
9. All payments are due to SLYB by March 1st of that year.
10. No Sponsor will be able to pick a spot on the fence. All signs will be installed at random by SLYB.
11. All signs are the property of SLYB during the duration of the contract with the Sponsor.
12. All signs will be stored by SLYB during the off-season.
13. The sign becomes the property of SLYB once the sponsor has fulfilled the contract and does not wish to continue. The sponsor may, after fulfilling the contract, purchase their sign for \$250.00.
14. The Sponsor agrees that the main purpose of the Sign is for the Promotion of the Youth of the league.
15. The area behind the pitcher shall be free of signage. Signs shall be installed in such a manner that no sign shall be erected within 16' of an imaginary line from home plate through the center of the field.