



COMMUNITY SPONSORSHIPS



DEAR PARTNER

Thank you for your interest in sponsoring Northwood Little League. Our league is a strong community of kids, parents, grandparents, volunteers, and fans that come together to enjoy the great American past time of baseball.

As a 100% volunteer-run, non-profit organization, we rely on the generous donations of our sponsors and supporters to ensure that all kids who want to play baseball have that opportunity and to provide the equipment and training necessary to keep our kids and volunteers safe. Additionally, your donations allow us to bring in experts to work with the kids to help them develop their skills.

We pride ourselves in creating a fun and inclusive environment - from the stadium atmosphere of Friday Night Lights to heart-warming Buddy Games with our Challenger Division. As a result, registrations for our league continue to increase every season. Last Spring, more than 650 kids played. This season, we added a new Ice Cream Division for 3 and 4 year olds and we are developing even more opportunities for player development and recruitment for older kids.

In partnering with Northwood Little League, you will receive high visibility for your business at a very low cost. Our packages include banners at Hicks Canyon Community Park, tabling opportunities, digital recognition on social media and via email, and more. We are always open to new ideas and happy to work with you to create a custom package.

Please review the opportunities enclosed. On behalf of NWLL and all the children and families that love baseball, thank you for your commitment to and support of our League.

Jason Quimby
President

ABOUT NORTHWOOD LITTLE LEAGUE

HOME OF THE 1987 LITTLE LEAGUE U.S. CHAMPIONS

Northwood Little League is a 100% volunteer-run youth baseball organization in Irvine, CA, affiliated with Little League International. One of the largest little leagues in the area, we serve more than 1,000 players and their families each year. We also proudly maintain the largest Challenger Division supporting youth with special needs in Orange County.

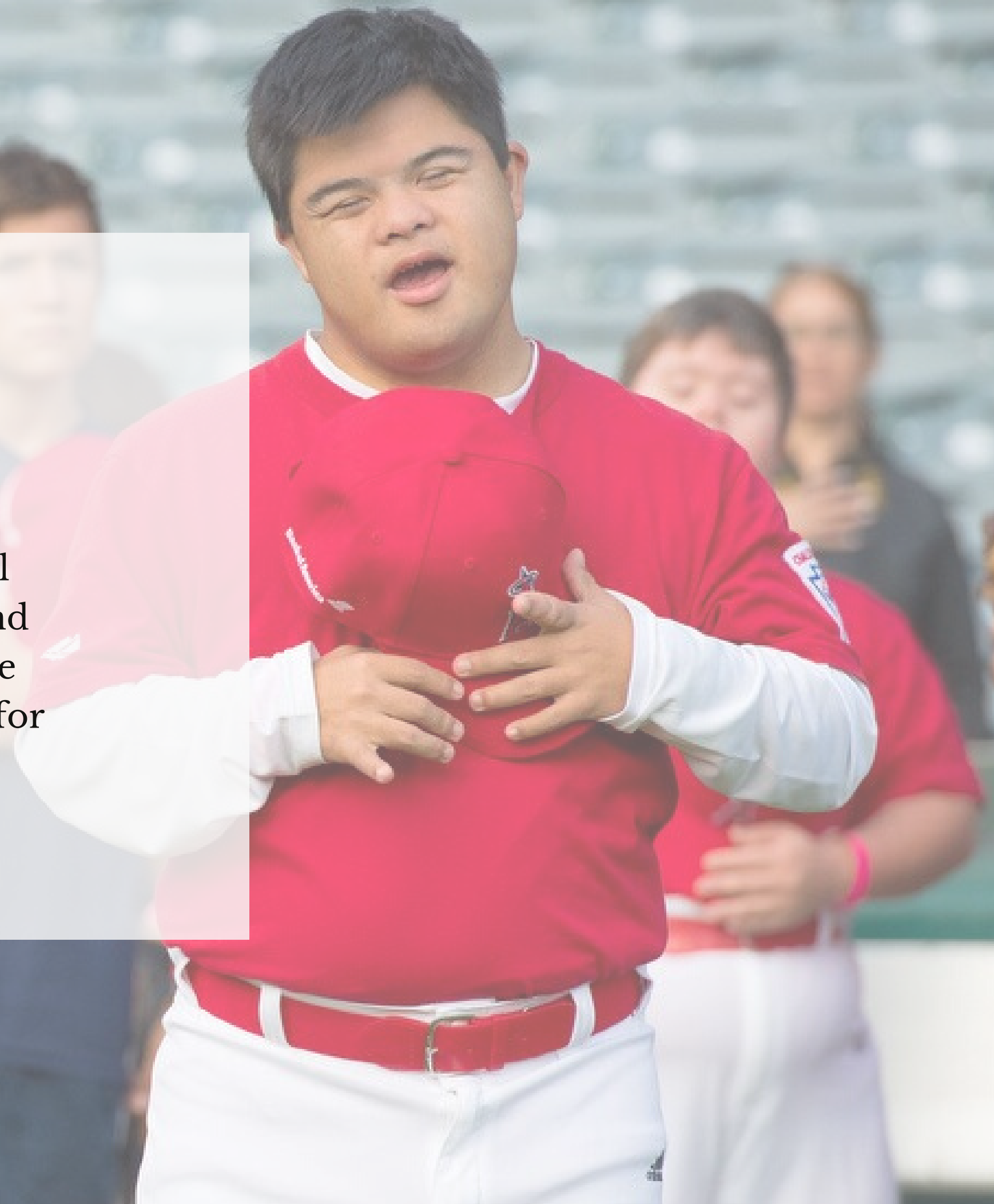
NWLL promotes and develops sportsmanship, character, teamwork, and the physical well-being of Irvine youth in a friendly, safe, and competitive environment. Our program serves families in North Park, Northwood, Woodbury, Orchard Hills, The Great Park, Cypress Village, and other surrounding areas of North Irvine.

NWLL is a 501(c)(3), not-for-profit organization; contributions to NWLL are tax deductible.



CHALLENGER DIVISION

The Challenger Division is an adaptive baseball program for individuals with physical and intellectual challenges. Our annual Buddy Program brings together Challengers Division players and players from Rookie, A, AA, AAA Ball Divisions to play alongside each other. Buddy Games are important and fun opportunities for all of our children to learn from each other, celebrate our differences, and enjoy the great pastime of baseball.



OPENING DAY CELEBRATION

FEB '23

OPENING DAY CELEBRATION Hicks Canyon Community Park

The most exciting day of the season! All teams participate in the Opening Day Ceremonies. Players participate in a parade and family and friends of all ages enjoy fun activities and sponsor booths. The Snack Bar is open for lunch. All sponsors at the Bronze level and above are invited to participate in Opening Day, including hosting a booth with giveaways.

OTHER EVENTS TO SPONSOR

- *Friday Night Lights*
- *Jamborees and Training*
- *Events Closing Day Ceremony*



SPONSOR LEVELS

	4 x 8 FIELD BANNER	WEBSITE LISTING	PROMOTIONAL GIVEAWAYS	LEAGUE EMAILS & SOCIAL MEDIA	FRIDAY NIGHT LIGHTS SPONSORSHIP	OPENING DAY BOOTH
PLATINUM \$2,500	2 Fields	✓	✓	Full Year + 5-post Campaign	Full Year	✓
GOLD \$1,000	2 Fields	✓	✓	Full Year + 2 Dedicated Emails	Full Year	✓
SILVER \$600	1 Field	✓	✓	Full Year + 1 Dedicated Email	2 Events	
BRONZE \$300	1 Field	✓		1 Email; 1 Post	1 Event	

Digital Sponsorship opportunities such as 3-email campaigns and Social Media and Email takeovers are available upon request. Please contact the Sponsorship Director for more information.

Banners are highly visible, placed on 1 or 2 outfield fences during NWLL's Spring Season. Your company provides the artwork and NWLL prints and installs banners at our cost. Banners are seen by several other travel ball teams, soccer leagues, and visitors to Hicks Canyon Community Park.

All sponsors are recognized on NWLL's website with informational blurb.

All sponsors have the opportunity to put a flyer, coupon, or promotional giveaway in team packets to be distributed to more than 700 players and their families.

League emails are sent regularly to our mail list of more than 2,200 emails. Platinum and Gold sponsors are recognized with logo in League emails for one year; silver sponsors for six months. Platinum sponsors have the opportunity to co-create a 5-post social media campaign (Facebook and Instagram).

Friday Night Lights sponsors are announced and have the opportunity to table with promotional giveaways.

Opening Day is the League's largest event. Sponsors will be generously thanked and have the opportunity to table with promotional giveaways.

NWLL also accepts Silent and Opportunity Drawing items for this event with additional recognition.

WHY SPONSOR NWLL?

Increases awareness in your local community.

With many visibility benefits, your company will be in front of the youth sports market of parents, coaches, program organizers, players, and fans.

Outstanding value for dollars invested.

When comparing the cost to other forms of outdoor/digital advertising, our packages are a great value - and feel good too.

A welcomed form of advertising.

Traditional advertising is everywhere - it's easy to tune out. NWLL sponsorship is a positive and engaging way to supplement your marketing. Parents and fans appreciate companies that sponsor youth sports.

Builds Goodwill.

Companies that sponsor NWLL make a positive and important contribution to our local community.

Keeps the cost of youth baseball low.

Your sponsorship directly supports the costs of youth baseball, from uniforms to safety training for volunteers. so we can keep player fees low and accessible to all youth in our community who want to play.

Provides a tax deduction.

NWLL is a 501c3 nonprofit organization. Contributions to our league are tax deductible.





SPONSORSHIP CONTACT INFO

WEBSITE

www.nwllbaseball.com

EMAIL ADDRESS

sponsors@nwllbaseball.com