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# An Opportunity to Support Our Community's Youth

**Bethlehem Tomboys, Inc.**
P.O. Box 221 • Delmar, New York 12054-0221
www.bethlehemtomboys.com

***Bethlehem's Girls' Softball League***

December 3, 2012

**Dear Friend of Tomboys Softball:**

Imagine thousands of fans streaming in to watch the games, and seeing your company's sign on the outfield fence. They instantly look up your website on their smart phones, and place an order before the game even begins. Sounds pretty awesome.

As the largest organization in the Town of Bethlehem devoted solely to youth sports for girls, the **Bethlehem Tomboys Girls Softball League** provides a unique service to our community. Each year over **500** girls aged 5-18 play recreational and travel softball from April through October.

Over the past 35 years, corporate support has been essential to the success of our league and our ability to provide the girls and young women of our community with an opportunity to engage in a healthy, supervised sporting activity, to develop their athletic skills, to instill a spirit of cooperation and team play, and to allow them to experience success on the playing field and increase their self confidence.

The cost of running the league has increased in recent years due to Town budget cutbacks. Without the support of the business community each season, registration fees would increase beyond the point where many families could afford to let their daughters play. It is a delicate balance that we must maintain in order to provide the opportunities to our girls to play a great, all-American sport such as fastpitch softball.

**To that end, I humbly write to you today, asking that you consider making a tax-deductible donation to the League.** The scenario I outlined above is not likely to happen in our little corner of the world, but the price for sponsorship is actually a relatively small donation, one likely covered by just one new account that could result from advertising with us. But the real benefit of being a sponsor comes from the public exposure of being a supporter of the community, and of girl's youth sports. We actually do have several thousand people who come to the ballpark over the course of the season, from the Town of Bethlehem during rec season, and other towns from the surrounding area during travel season. We would love to add you to our list of supporters by displaying your company on an outfield sign, or having you sponsor a team (or both).

**Please take a look at the attached sponsor form and let the community know that you support our girls. We thank you so much for doing so!**

On behalf of the Bethlehem Tomboys Board of Directors and all the girls who play Tomboys Softball, I thank you in advance for your support. If you have any questions, please contact me at **439-3259**, or at **sdowning@nycap.rr.com**.

Sincerely,

BETHLEHEM TOMBOYS, INC.

**Sue Downing**
*Secretary*

# 2013 Advertising/Sponsorship Form

**Bethlehem Tomboys, Inc.** P.O. Box 221 / Delmar, NY 12054-0221

## Advertiser/Sponsor Information

Company Name: Contact Name:

Telephone: Email:

Company Address:

Name to Appear on Shirt, Ad and/or Sign:

**An electronic version of corporate artwork/logo to be printed on team shirts, ad and/or sign is required.**

## Advertising & Sponsorship Opportunities

### TEAM SPONSORSHIP

- ❍ **Single** (One Team) ..... **$325**
- ❍ **Double** (Two Teams) ..... **$600**
- ❍ **Triple** (Three Teams) ..... **$875**

**Check division you wish to sponsor:**

❍ **Youth** (K-2) ❍ **Primary** (2-3) ❍ **Junior** (4-5)
❍ **Intermediate** (6-8) ❍ **Major** (8-12)

**Preferred team shirt color:** If neither choice is available, Tomboys will select color.

1st choice: 2nd choice:

**Name of child whose team you are sponsoring:**

❍ **YES, I WANT A TEAM SPONSOR PLAQUE**

### OUTFIELD SIGN ADVERTISING

8′ x 4′ sign on outfield fence April through October.

- ❍ **New sign** ..... **$375**
- ❍ **Renew existing sign** ..... **$275**

### PROGRAM ADVERTISING

**Size of ad you wish to place:**

- ❍ **1/4 page** (business card) ..... **$50**
- ❍ **1/2 page** (4″x5″) ..... **$70**
- ❍ **Full page** (5″x8″) ..... **$100**

**OR TAKE ADVANTAGE OF THESE BUNDLE PACKAGES TO SAVE $$ AND REACH MORE PEOPLE!**

### ADVERTISING/SPONSORSHIP BUNDLES

- ❍ **BUNDLE 1: Sponsor a team with full page program ad (save $40!)** ..... **$385**
  ($40 savings also applies to Double & Triple Team Sponsorships)
- ❍ **BUNDLE 2: New sign with full page program ad (save $40!)** ..... **$435**
- ❍ **BUNDLE 3: New sign with team sponsorship (save $50!)** ..... **$650**
  ($50 savings also applies to Double & Triple Team Sponsorships)
- ❍ **BUNDLE 4: New sign with team sponsorship and full page ad (save $100!)** ..... **$700**

**Sign Renewal Bundles**
Deduct **$100** from these bundle prices if you are renewing an existing sign.

### CHECK-OUT BOX

| | |
|---|---|
| Team Sponsorship | $ |
| New Sign | $ |
| Sign Renewal | $ |
| Program Ad | $ |
| **OR** | |
| Bundle # | $ |
| Less existing sign discount | –$ |
| **TOTAL** | $ |

**Cash Donations Accepted**
And very much appreciated, if you would prefer. $

**Please return this form along with your check made payable to BETHLEHEM TOMBOYS, INC. to P.O. Box 221, Delmar, NY 12054 no later than February 1, 2013.** If payment can not be made by deadline date, do not delay submitting form. Payment arrangements can be made.
**Questions? Send them to sdowning@nycap.rr.com**