



January 20, 2020

Greetings from Ashland Youth Baseball and Softball,

With the new year upon us, there is a great deal of work underway to prepare for the upcoming 2020 season. We remain committed to our "Double Goal" mission of not just teaching our young players about how to play baseball and softball, but also valuable life skills that will last for years to come.

This past fall, we restructured the Board to become more efficient and coordinated. With this new structure come new ideas and energy to constantly improve the experience for our players and their families. Your support as an AYBS Sponsor will raise awareness that your business is helping us do that. This is an effective way to define your brand as an integral part of our community.

Most of our revenue comes from registration fees, and these dollars pay for our operating costs such as field maintenance, uniforms, and umpire fees. Your sponsorship dollars help with critical investments such as new protective equipment and facility upgrades. This past year, we were able to renovate the infields at Gryncel Park (shown below) and install new siding on the snack shack at our Warren School softball fields.

The form below details various levels of sponsorship along with offerings to showcase your brand to the hundreds of AYBS families. **For the 2020 season, we are pleased to offer sponsorship opportunities at the following tiers:**

- "Single" – \$200
- "Double" – \$300
- "Triple" – \$400
- "Home Run" – \$500
- "Pinch Runner" – Amount of your choice

If you have any questions at all, please do not hesitate to reach out to our Director of Development, Ali Katz. She can be reached at katz.ali@gmail.com or at (603) 770-1612.

We are incredibly thankful for your support and hope to see you at a game this spring!

Steve Clark
President

Cort Montross
Treasurer

Ali Katz
Director of Development





2020 AYBS Sponsorship Form

Thank you for your consideration in partnering with Ashland Youth Baseball & Softball in the development of our youth. AYBS assists over 800 children from age 5-15, in developing the qualities of courage, discipline, teamwork and good sportsmanship.

Sponsorship Options

☐ **"Single" Sponsor (\$200)**

- One Season Ad/Link on AYBS website
- Company Banner displayed at Gryncel Field

☐ **"Double" Sponsor (\$300)**

- One Year Ad/Link on AYBS website
- Company Banner displayed at Gryncel Field

☐ **"Triple" Sponsor (\$400)**

- One Year Ad/Link on AYBS website
- Company Banner displayed at Gryncel Field
- Team Picture for Display
- Business Name on sleeve of team shirts

☐ **"Home Run" Sponsor (\$500)**

- One Year Ad/Link on AYBS website
- Company Banner displayed at Gryncel Field
- Team Picture for Display
- Business Name on back of team shirts
- Featured shout-out on AYBS social media

☐ **"Pinch Runner" Sponsorship Option:** Donation amount of your choice: \$ _____

SPONSORSHIP INFORMATION:

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip Code: _____

Phone #: _____

Business Website URL: _____

Primary Contact: _____ Email: _____

Sponsor Signature/Authorization: _____ Date: _____

Please email a High-Resolution Company logo to Ali Katz at katz.ali@gmail.com

**Please send completed form and payment to:
AYBS, Attn: Cort Montross, PO Box 164, Ashland, MA 01721**

Thank You for Your Support of AYBS!!