



SPONSORSHIP PROSPECTUS 2024

Howell South Little League | P.O. Box 754 | Farmingdale, NJ 07727

howellsouthll.com

Dear Prospective Sponsor,

We invite you to review our sponsorship offerings, and become involved in a truly wonderful program. Established in 1968, today Howell South Little League is proud to be a **non-profit, 501(c)3 volunteer-run organization** sanctioned by the Little League Headquarters in Williamsport, PA. We pride ourselves on being a cornerstone of Howell Township, with multi-generational involvement throughout our organization.

Each year, over 250 families participate in our league during the spring and fall seasons. Your sponsorships provide the children of our community a safe and fundamentally sound baseball environment. All of our sponsors are a part of our HSSL family and the growth of our organization could not have been accomplished without your support.

While we are a volunteer-run organization, the costs associated with running a program of this size and caliber is considerable. Although we do charge registration fees, the rising costs of field-related goods and services required to run such programs have a huge impact on already tight, non-profit budgets. This ranges from recurring costs such as utilities, safety equipment and buckets of baseballs, right down to the gasoline for our tractor. We strive to make our program accessible to all those who have an interest, and we need your help to be able to continue to offer competitive pricing for our communities. Remember - all donations are 100% tax deductible.

We thank you in advance for your consideration, and look forward to onboarding you as a valued sponsor of our HSSL Family!

Play Ball!

HSSL BOARD OF DIRECTORS

Tax ID # 22-3164060



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1. **“Powered By” Sponsorship: Cost \$5,000/year** – (1 – 2 sponsorships available)
Funds used to offset the cost of electrical utilities accrued by the HSSL facility, which includes stadium lights, snack stand operations and restroom facilities
 - Includes the following:
 - (1) Banner placed on Juniors 60/90 fence, facing Lakewood Allenwood Road
 - (1) Banner placed on backstop of Juniors 60/90
 - (1) Logo incorporated into the HSSL main webpage
 - (1) Logo incorporated into the HSSL webpage under NEW Sponsor section
 - (1) Logo incorporated into the HSSL Facebook page banner
 - (1) Hanging banner placed in snack stand
 - Seasonal “Thank You, Sponsors” email, sent to our families
 - Seasonal “Thank You, Sponsors” FB Post

2. **Field Name: Cost \$3,000/year** - (5 sponsorships available, one for each field)
Funds used to offset the cost of field maintenance materials, machinery and associated expenses
 - Includes the following:
 - (1) Banner/field with logo hung on backstop facing flagpole
 - (1) Logo incorporated into the HSSL main webpage under NEW Sponsor section
 - (1) logo incorporated into the HSSL Field map webpage
 - Names will be used to identify fields on game schedules, ensuring visibility to all HSSL families
 - Seasonal “Thank You, Sponsors” email, sent to our families
 - Seasonal “Thank You, Sponsors” FB Post

3. **“Equipped by” Sponsorship: Cost \$2,500/year** – (7 sponsorships available, one per field/cage)
Funds used to offset the cost of sports equipment used throughout the seasons to ensure playability and player safety
 - Includes the following:
 - (1) banner – placement TBD, first come, first serve depending on field/location for optimal exposure
 - Vinyl Logos on safety gear
 - (1) Logo incorporated into the HSSL main webpage under NEW Sponsor section
 - Seasonal “Thank You, Sponsors” email, sent to our families
 - Seasonal “Thank You, Sponsors” FB Post



4. **Scoreboard Sponsorship: Cost \$1,100/year** (1 sponsorship available)

Funds used to offset general costs associated with league expenses

- Includes the following:
 - (1) Scoreboard banner on 60/90 field
 - (1) Logo incorporated into the HSSL webpage under NEW Sponsor section
 - Seasonal "Thank You, Sponsors" email, sent to our families
 - Seasonal "Thank You, Sponsors" FB Post

5. **Banner Sponsorships: Various** (limited sponsorships available)

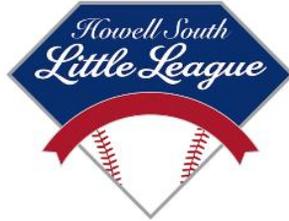
6. **Team Sponsor: Cost \$300.00/year** (limited sponsorships available)

Funds used to offset uniform costs, including shirts and hats for players and coaches

- Includes the following:
 - Name on back of player shirts



HOWELL SOUTH LITTLE LEAGUE BY THE NUMBERS:



Our facilities host:

- Upwards of 400 local Howell families per year, including Howell Central and North Howell
- USABL Tournament and Travel families from all over the East Coast, including neighboring Brick, Wall Township, Freehold and Point Pleasant, Manasquan, Brielle, Sea Girt and Spring Lake
- Annual ELKS Home Run Derby
- Baseball Training Camps and Clinics open to all local youth throughout the summer months

Our website generates OVER

- 8,000 Site Sessions
- 3,850 Unique Visitors
- With an average session time of over 3 minutes

Our Facebook page:

- YTD REACH – 16,057
- YTD VISITS – 7,780



NEW SPONSOR APPLICATION 2024

	"Powered By" Sponsorship	\$5,000.00
	Field Name Sponsorship	\$3,000.00
	"Equipped By" Sponsorship	\$2,500.00
	Scoreboard Sponsorship (Juniors Field)	\$1,100.00
	New Sign (38"X96") and Team Sponsor	\$650.00
	New Sign (38"X48") and Team Sponsor	\$500.00
	New Sign (38"X96")	\$500.00
	New Sign (38"X48")	\$350.00
	Team Sponsor	\$300.00

Sponsor Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Telephone: _____

Email: _____

Please send your application along with a check made payable to:

Howell South Little League
P.O. Box 754, Farmingdale, NJ 07727
howellsouthll@gmail.com
Attn: Sponsor Coordinator
Tax ID # 22-3164060

A RECEIPT FOR YOUR RECORDS WILL BE EMAILED ONCE FUNDS ARE RECEIVED

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RETURNING SPONSOR APPLICATION 2024

	"Powered By" Sponsorship	\$5,000.00
	Field Name Sponsorship	\$3,000.00
	"Equipped By" Sponsorship	\$2,500.00
	Scoreboard Sponsorship (Juniors Field)	\$1,100.00
	Renew Sign (38"X96") and Team Sponsor	\$550.00
	Renew Sign (38"X48") and Team Sponsor	\$400.00
	Renew Sign (38"X96")	\$350.00
	Renew Sign (38"X48")	\$250.00
	Team Sponsor	\$300.00

Sponsor Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Telephone: _____

Email: _____

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