



ESCONDIDO GIRLS SOFTBALL LEAGUE

P.O. BOX 1208 ☉ ESCONDIDO, CALIFORNIA 92033

December 18, 2017

RE: Escondido Girls Softball League Sponsorship (EGSL)

Dear Potential Sponsor:

I would like to introduce you to the Escondido Girls Softball League, (EGSL), we are a Not for Profit organization and we will be entering our 47th year in 2018. EGSL is woven into the fabric of Escondido, we are the only recreational softball league in Escondido for young girls ages 5 – 15, we annually have over 400 girls competing in our league every Spring season. The goal of EGSL is to promote friendship, encourage academic scholarship, develop good sportsmanship and self-discipline as it pertains to an organized sport. EGSL takes pride in molding and strengthening positive characteristics in our youth as they enjoy the benefits of recreational competition.

EGSL has four fields at Kit Carson Park that are designated for Girls Fastpitch Softball, we are the custodian of the fields and facilities. EGSL will continue to make investments into the League, fields, facilities and EGSL Player Programs; running the league requires a lot of volunteers, time, energy and money.

- This year alone we will have over 100+ volunteer managers and assistant coaches working with 30+ teams.
- EGSL takes pride in offering college scholarships for girls on an annual basis to further their education.
- EGSL also provide assistance and support through player sponsorship, for players with financial hardship.

Last season we made a commitment to partner with twenty eight local businesses in Escondido as sponsor's, we were successful in working with these partners and offered them a great return on their sponsorship. The sponsors were represented at our fields with banners, logos on the EGSL homepage that generated over 8K clicks to our sponsor's web pages and listed in our annual program.

EGSL sincerely hopes that you will consider becoming a sponsor for the 2018 season. It is a great way to spend your sponsorship and advertising dollars as well as helping a leading non-profit organization. Our league offers multiple sponsorship levels, see attached Sponsorship information. I would like to thank you for your consideration of this sponsorship, I hope we can identify an opportunity that meets your approval, please contact me if you have any questions or an interest in working together to help the girls and the community of Escondido.

We at Escondido Girls Softball League sincerely hope that you will show your support by sponsoring our League and contributing to youth activities in your community for the 2017 season.

Thank you,

Ashley Kovacs, Vice President, EGSL Board of Directors

(858) 212-4681 / vicepresident@EGSL.org



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2018 Sponsorship Levels

\$1,000 – Grand Slam

- Choose one of four fields to be named after your company.
- Your company's advertisement will be displayed on a 10' X 3' sign above the field.
- Half page ad in 2017 Program
- Listing on EGSL Website Sponsor Page
- E-Mail blast to EGSL community
- (1)Team Sponsorship, (2)Sponsor Banner on field of choice, Sponsor Name on Jerseys and Sponsor Plaque.
- Sponsorship will run January – December, calendar year.

\$500 –Gold Glove

- Your Company Advertisement will be displayed on the backstop fencing against the stands.
- Fourth page ad in 2017 Program
- Listing on EGSL Website Sponsor Page
- E-Mail blast to EGSL community
- (1)Team Sponsorship, (2)Sponsor Banners, (1 inf/1 of), Sponsor Name on Jerseys and Sponsor Plaque.
- Sponsorship will run January – December, calendar year.

\$350 – Home Run

- Your Company Advertisement will be displayed on the backstop fencing against the stands.
- Business Card Ad in 2017 Program
- Listing on EGSL Website Sponsor Page
- E-Mail blast to EGSL community
- (1)Team Sponsorship, (1)Sponsor Banner, Sponsor Name on Jerseys and Sponsor Plaque.
- Sponsorship will run January – December, calendar year

\$250 – Triple Play (standard Team Sponsorship)

- Business Card Ad in 2017 Program
- Listing on EGSL Website Sponsor Page
- (1)Team Sponsorship, Sponsor Name on Jerseys and Sponsor Plaque.
- Sponsorship will run January – May.



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2018 Sponsorship Form

Sponsor Information

| | |
|--|--|
| Name of Sponsor: | |
| Address: | |
| Contact Name: | |
| Contact Phone #: | |
| Contact E-mail: | |
| Website Address: | |
| If registered in League, Name of Child and Team Name: | |

Sponsorship Level

Please select the Sponsorship level desired and check (x) the appropriate line items. Team sponsorships are assigned on a first-come, first-paid basis.

- Grand Slam Sponsor (\$1,000)**
- Gold Glove Sponsor (\$500)**
- Home Run Sponsor (\$350)**
- Triple Play Sponsor (\$250)**
- Double Play Sponsor (\$150)**

Website URL: _____

Please return this sponsorship form, a check payable to **Escondido Girls Softball League or EGSL** (Tax ID # #95-3080953) and your advertising copy, logo, or "copy ready" business card to:

**Escondido Girls Softball League
Attention: Sponsorship Program
PO Box 1208
Escondido, CA 92033**



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BANNER ADVERTISING AGREEMENT

_____ agrees
to pay Escondido Girls Softball League (EGSL) for the following:

Banner Size: _____

Quantity: _____

Amount: _____

TOTAL AMOUNT DUE \$ _____

EGSL reserves the right to select, organize, and approve all locations for hanging of the banners.

The agreement is good for the following dates: _____.

The above mentioned amount due is to be paid to EGSL on or before _____.

Signed and agreed:

Signature _____ Print Name _____

Date _____ Phone _____

Title _____

EGSL By _____ Print Name _____

Date _____

Make payments to:

Escondido Girls Softball League

P.O. Box 1208

Escondido CA 92033



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EGSL 2017 Sponsors

EGSL web page generated 8,220 clicks from EGSL website to sponsor web; (1/1/17 – 7/25/17)

| Sponsor | Clicks |
|---|---------------|
| AAA Club Travel, Escondido | 363 |
| Aelott Air Conditioning | 399 |
| Big Fly Athletics | 395 |
| Blair Family Law Group | 269 |
| Cliniqa | 250 |
| Dancing Bear Indian Trader | 268 |
| Edward Jones | 246 |
| Embroid Me, Escondido | 256 |
| ERI Reprographics | 413 |
| Escalante Chiropractic & Sports Therapy | 289 |
| Filippi's Pizza | 266 |
| Hidden Valley Orthodontics | 251 |
| Jeff Johnson Family | 0 |
| Jl Phone Repair | 246 |
| JTY Window, Door and Glass | 250 |
| Kona Ice | 404 |
| MVW General Contractors | 272 |
| On The Border, Escondido | 425 |
| Pauley's Equipment Rental | 304 |
| Rita's Italian Ice | 307 |
| Round Table Pizza | 526 |
| Secure Roofing & Solar, Inc | 259 |
| Shurlock Fence | 264 |
| Submarina California Subs | 270 |
| That Place That Ships | 430 |
| The Son's of the American Legion | 326 |
| Yogurtland, Escondido | 272 |