



Franklin Township Baseball League (FTBL) **2021 SPONSORSHIPS**

Since 1953, the Franklin Township Baseball League (FTBL) has been a self-funding youth organization that provides organized youth sports programs for over 500 children ranging in ages from 4 to 18. Annually, over 300 families pay registration fees, which cover half of FTBL's annual operating and maintenance costs. We rely heavily on financial support from our Sponsors to fund the balance of the operating costs, and for capital improvements and upgrades to the fields and the league complex.

We are currently accepting sponsorship pledges for the 2021 season. FTBL has enjoyed many longstanding Sponsor relationships, ranging from local businesses to major companies and financial institutions. (Please visit our website - www.ftblbaseball.org – for a complete sponsor list).

Sponsorship in the FTBL must be out of a sense of duty to help the community. Sponsorship of a team does not permit the Sponsor to have any rights or responsibilities in the selection of managers, coaches or players for any team. The Sponsor and FTBL are independent contractors with respect to one another and nothing herein shall make us partners or a joint venture.

The Sponsor shall have the right to use the following terms in advertisements, posters, brochures, newsletters, etc: "Sponsor of the Franklin Township Baseball League (or FTBL)." Sponsorship does NOT give the Sponsor the right to use the word "official" or "Cal Ripken Baseball" or "Babe Ruth Baseball" in connection with its Sponsorship. Use of the Babe Ruth or Cal Ripken Baseball logo is prohibited, unless Cal Ripken Baseball or Babe Ruth Baseball grants written permission.

The list on the next page outlines the most popular levels of sponsorship. Sponsorship opportunities are not limited to the following descriptions. We would be happy to discuss any level of sponsorship that best fits your needs. If you have a creative fundraising idea that would promote your business and help the FTBL, please contact us by either phone or email.

Thank you for your time and consideration.

Best regards,

FTBL Sponsorship Committee
Franklin Township Baseball League

Lou Espinosa / Committee Chair
lespinos@its.jnj.com
cell: 732-604-0675

Matthew Zavatsky / Co-Chair
SomersetWarriors@gmail.com
cell: 732-642-9516





- **TEAM SPONSOR (Baseball or Softball): \$450 fee per team. (Includes Website Banner!)**
Sponsor name printed on team's shirts. (Division and color subject to availability)

In order for the league to order uniforms in a timely fashion,

Please complete and return this package along with your check made payable to FTBL by February 15, 2021.

All existing sponsors have the right of first refusal on Team Sponsorships for the next season, provided that payment is received by the deadline.

*****Additional Shirts in the Teams Colors, in Requested Sizes with Sponsor Name on Back & Number of Choice on Back can be purchased for \$20.00 per shirt by any sponsor.*****

- **NEW SIGN SPONSOR: \$300 plus cost of sign (approx. \$105.00)**

****SIGNS****

Signs are 4'x8' in size and are made of 13oz vinyl mesh with grommets every two feet around, including the corners. FTBL's approved banner supplier is Page Count (pagecountnj@gmail.com). Sponsors must provide artwork in the form of a .pdf file that can be emailed. Design Assistance can be provided at an additional cost. A sign layout diagram is included in this packet. You may provide your own sign so long as it meets FTBL Specifications.

- **SIGN RENEWAL: \$200 per sign.**
This is an annual renewal fee in exchange for ongoing placement of sign.
- **TEAM & NEW SIGN: \$650 **plus cost of sign** (Includes Website Banner!)**
- **TEAM & SIGN RENEWAL: \$600 (Includes Website Banner!)**
- **FIELD NAMING: \$1,000 (Includes Website Banner!)**
Banner with Sponsors Name will be hung on the Backstop of the Field being sponsored for the duration of the 2021 season.
- **DUGOUT NAMING: \$500. (Includes Website Banner!)**
Banner with Sponsors Name will be hung on the Back of the Dugout being sponsored for the duration of the 2021 season.
- **GOLD SPONSORSHIP: \$1,200 (Includes Website Banner!)**
Includes Sponsorship of 2 Teams, an Outfield Sign & a Website Banner! **Includes the cost of the sign!**
****Very Active Complex with Excellent Turnout for every game!**
- **INTRA-LEAGUE ALL-STAR TOURNAMENT SPONSOR: \$1,500 (Includes Website Banner!)**
Covers a portion of the cost for our Intra-League All-Star Tournament. Sponsors name will be prominently displayed during All-Star games and will appear on the game shirts of ALL Teams (Approximately 150 players!)
- **SCHOLARSHIP SPONSOR: \$200 per scholarship**
Scholarships are awarded to eligible players that cannot meet the financial requirements of participation in the Baseball League and make application for a scholarship with the FTBL. Scholarships are awarded on a case by case basis.
- **WEBSITE BANNER: \$100**
Banner ad and link to your website from the FTBL website. Our websites gets well over 60,000 views annually!
Check out www.ftblbaseball.org to see all our sponsors.

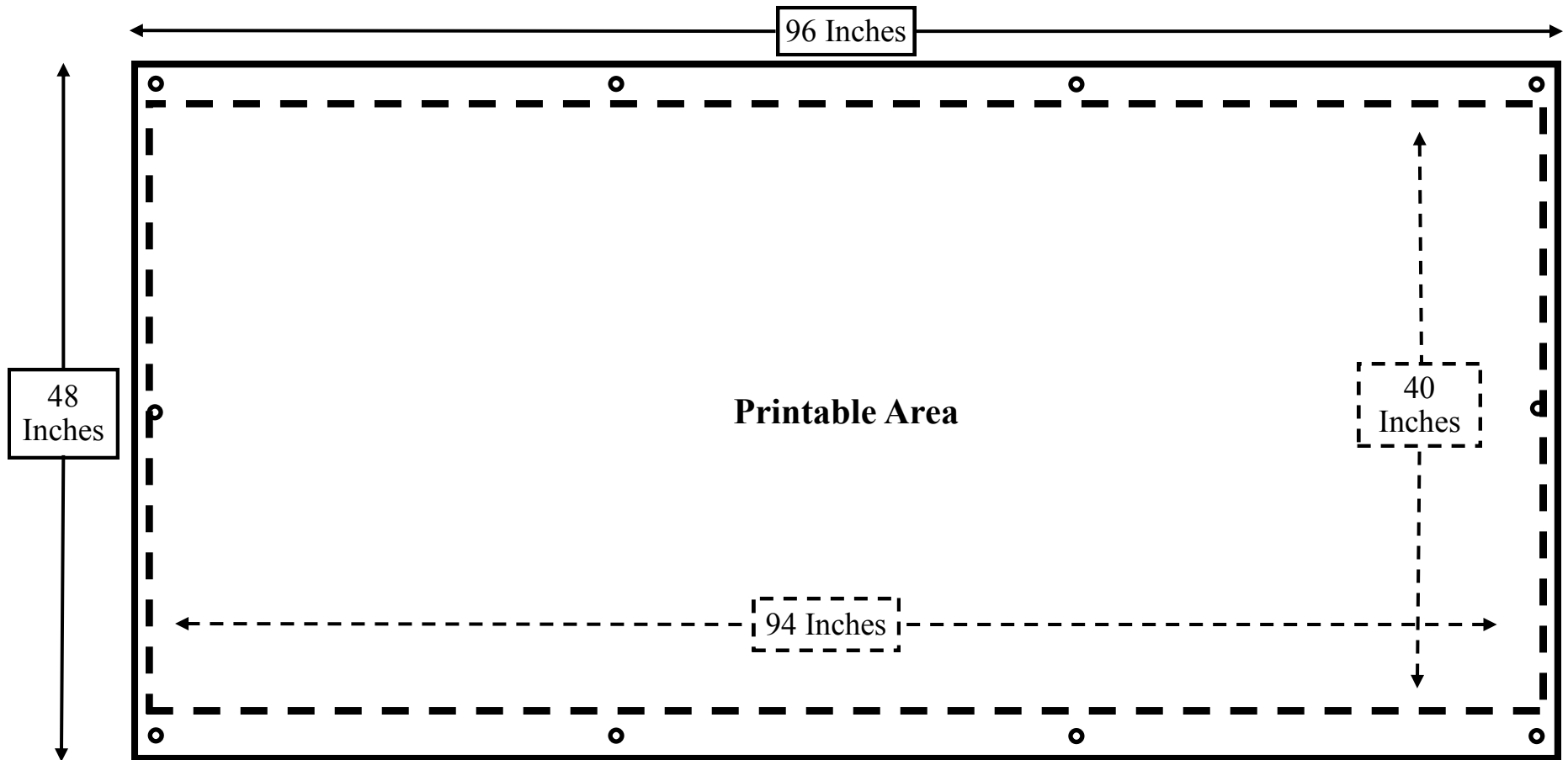
*****2021 CAPITAL IMPROVEMENT CAMPAIGN*****

Current Capital Improvement Projects: NEW FTBL Pavilion (\$15,000) / Field Resurfacings (\$20,000)

Capital Improvement Sponsor Levels: **Platinum - \$10,000 / Gold - \$5,000 / Silver - \$2,500**

Sponsors will have a permanent sign hung, with their company information prominently displayed, on the New FTBL Pavilion!

Franklin Township Baseball League Outfield Sponsor Sign Specifications



Total Sign Size: 48" High x 96" Wide (4'x8') / Sign Material: 13 oz Vinyl Mesh

Printable Area: 40" High x 94" Wide / Margins: 4" from Top & Bottom / 1" from each side

**Graphics / Artwork / Submitted Designs must be in
.PDF, .JPG, .EPS (Photoshop) or .AI (Adobe Illustrator) format with High Resolution Artwork (150 dpi or higher)**

Franklin Township Baseball League 2021 Sponsorship Form

BUSINESS NAME: _____
As it should appear on League materials

BUSINESS ADDRESS: _____

CONTACT NAME: _____

PHONE #'s: (BEST): _____ / (ALT): _____

EMAIL: _____ / **WEB SITE:** _____

<input checked="" type="checkbox"/>	Type of Sponsorship	Cost		# of Sponsorships	TOTAL
<input type="checkbox"/>	TEAM SPONSOR Color Choice: _____ Division Choice: _____	\$450	X	(if more than 1 Team, please list color & division choices on back of form.)	
<input type="checkbox"/>	NEW SIGN	\$300 + Cost of Sign	X		
<input type="checkbox"/>	SIGN RENEWAL	\$200	X		
<input type="checkbox"/>	TEAM & NEW SIGN	\$650 + cost of sign	X		
<input type="checkbox"/>	TEAM & SIGN RENEWAL	\$600	X		
<input type="checkbox"/>	FIELD NAMING	\$1,000	X		
<input type="checkbox"/>	DUGOUT NAMING	\$500	X		
<input type="checkbox"/>	GOLD SPONSOR	\$1200	X		
<input type="checkbox"/>	INTRALEAGUE ALL STAR TOURNAMENT SPONSOR	\$1,500			
<input type="checkbox"/>	SCHOLARSHIP SPONSOR	\$200 per scholarship	X		
<input type="checkbox"/>	WEBSITE BANNER	\$100			
<input type="checkbox"/>	CAPITAL IMPROVEMENT CAMPAIGN	<input type="checkbox"/> Platinum Sponsor - \$10,000 <input type="checkbox"/> Gold Sponsor - \$5,000 <input type="checkbox"/> Silver Sponsor - \$2,500		FTBL Pavilion & Field Resurfacing	
TOTAL:					

Sponsor payments due in full by 02/15/2021
 Mail completed form with a check for the appropriate amount made out to "FTBL" to:
Franklin Township Baseball League / Attn: Sponsorships
PO Box 192, Somerset, NJ 08875