



2019 Sponsorship Packages

Presented by:
Magnolia Little League

3213 West Wheeler Street #143
Seattle, WA 98199-3245

A member of Little League International
League ID: 447-08-04

Community based youth development
www.magnolialittleleague.com
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Magnolia Little League Background

Magnolia Little League has been going strong since 1954 and served 550 boys and girls ages 5 to 14 on 50 teams the last three years. This is the largest league in well over a decade. We have seen a steady increase in the number of both baseball and softball players over the past six years.

The community has been going through a transformation with families with grown children moving out and families with younger aged children moving in.

- Total Magnolia population within area code 98199 is 19,686
- The median age is 42
- Children 14 and under, account for 14% or 3,143
 - Children 5 and under represent 35% of 14 and under, 1,114
 - The future looks bright for potential players.

The key-purchasing group

- Adults 25 – 54 account for 48% or 9,203 of the total Magnolia population
- Median Household income is \$82,882
- 44% of household earn more than \$100K
- 18% of household earn more than \$200K

Greater Sponsorship Opportunities

This year the Magnolia Baseball Board has expanded the sponsorship opportunities within each division as well as special program and naming rights

- Team sponsorships in all levels
- New Intermediate 50/70 Team Sponsorship for 13-year-old players

Sponsorships provide a great opportunity to reach the Magnolia population throughout the baseball season and show your support for the community.

We look forward to working with you to develop a sponsorship package that works for your business and enhances our upcoming 2019 season.



Magnolia Demographics

Zip Code: 98199

Subject	Number	Percent	Male/Female
Age			
Total Population	19,686	100.0	
< 5 Years	1,114	5.7	569 / 545
5 – 9	1060	5.4	526 / 534
10 – 14	969	4.9	474 / 495
15 – 19	708	3.6	383 / 325
20 – 29	2,317	11.8	1122 / 1195
30 – 39	3,045	15.5	1513 / 1532
40 – 49	3,210	16.3	1610 / 1600
50 - 59	3,143	15.9	1517 / 1626
60+	4,120	20.9	1893 / 1509
Key Purchasing Age Groups			
16+	16,361	83.1	
21+	15,712	79.8	
25 – 34	2,822	14.3	
35 – 54	6,381	32.4	
25 – 54	9,203	46.7	
55+	5,684	28.9	
Median age (years)	41.8		41.2 / 42.4
Household Income (2013 Inflation-Adjusted Dollars)			
<\$10K	290	3.1	
\$10K - \$49,999	2,143	23.2	
\$50K – \$99,999	2,781	30.0	
\$100K – \$199,999	2,418	26.0	
\$200K+	1,655	17.8	
Median household Income	\$82,882		
Mean household income	\$127,682		
Households			
Total number of households	9,098		
Average household size	2.16		
Average family size	2.78		
Occupation			
Management, business, science, and arts	7,088	61.2	
Service	1,271	11.0	
Sales and office	2,560	22.1	
Natural resources, construction, and maintenance	283	2.4	
Production, transportation, and material moving	373	3.2	

Source: U.S. Census Bureau, 2010 Census.

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey



AA / A / T-Ball / Girls Softball

Sponsorship Packages \$500 - \$700

Little League

T-Ball	5 – 6
A	6 – 7
AA	7 – 9

Girls Softball

Instructional (A, 78er, 89er)	6 – 9
Competitive (Minors, Majors)	9 – 12
Juniors Softball	13 – 14

Sponsorship Package A \$700

- Name on Jersey
- Name announced at parade
- Banner carried at parade
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Annual Team Sponsorship Photo Plaque
- *Banner posted on the fence at Bayview Field*
- Table at Home Run contest

Sponsorship Package B \$500

- Name on Jersey
- Name announced at parade
- Banner carried at parade
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Annual Team Sponsorship Photo Plaque
- Table at Pitch, Hit & Run contest
- Table at Home Run contest



AAA

Sponsorship Packages \$800

Age Group 9 – 11

Sponsorship Package

- Name on Jersey
- Name announced at parade
- Banner carried at parade
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Annual Team Sponsorship Photo Plaque
- Banner posted on the fence at Bayview Field
- Table at Home Run contest



Majors

Sponsorship Packages \$1,000

Age Group 10 – 12

Sponsorship Package

- Name on Jersey
- Name announced at parade
- Banner carried at parade
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Annual Team Sponsorship Photo Plaque
- Banner posted on the fence at Bayview Field
- Table at Home Run contest

All-Stars

Sponsorship Packages \$1,500

Limited Number Available

Age Group 11 – 12

Sponsorship Package

- Name on All-Star Hoody and special All-Star coaches shirt
- Banner at All-Star games
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Annual Team Sponsorship Photo Plaque
- Banner posted on the fence at Bayview Field
- Table at Home Run contest



Intermediate 50/70 Baseball

Sponsorship Packages \$1,000

Age Group 13

Sponsorship Package

- Name on Jersey
- Name announced at parade
- Banner carried at parade
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Annual Team Sponsorship Photo Plaque
- Banner posted on the fence at Bayview Field
- Table at Home Run contest

The Intermediate (50/70) division offers a transition for players between the standard Little League field size (46-foot pitching distance and 60-foot base paths) to a 50-foot pitching distance and 70-foot base paths).

MLL will be fielding 1 Intermediate (50/70) Division team of up to 14 players in 2019. MLL would like this team to participate in the post-season District and possibly State Tournaments.

Juniors Baseball

Sponsorship Packages \$750

Age Group 13 – 14

Sponsorship Package

- Name on Jersey
- Name announced at parade
- Banner carried at parade
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Annual Team Sponsorship Photo Plaque
- Banner posted on the fence at Bayview Field
- Table at Home Run contest



Special Event

Sponsorship Packages \$1,000 Each

Events

- **“Massive Fun” Home Run Derby Mid-Season contest**

Boys and Girls

Age Group 5 – 13

Sponsorship Package

- Name announced at the event multiple times
- Special contestant t-shirt with sponsor name
- Ad on Magnolia Baseball Website Sponsorship page
- Rotating ad on homepage for 1 week during the season
- Winners Sponsorship Photo Plaque
- Banner posted on the fence at Bayview Field
- Table at Pitch, Hit & Run contest
- Table at Home Run contest

Bayview Field Naming Rights

Sponsorship Package \$2,000

Sponsorship Package

- *Special Signage at the field*
- Name announced at season games and playoffs
- Listing on Magnolia Baseball Website Sponsorship page
- Ad on Magnolia Baseball Homepage during the season
- Banner posted on the fence at Bayview Field
- Name on end-of-season winners trophy
- Table at Home Run contest