



# West Bend Little League

## “Lighting the Future” Campaign

West Bend Little League has been an integral part of the West Bend community for over 60 years, providing children with an opportunity to play baseball and softball. Chartered in 1960, it all began with one diamond and has since grown into a five-diamond complex located on Water Street. In 2021, we expect over 2000 players to participate in games and practices. Being a sponsor or partner would mean that thousands more will see your contributions to making this complex an enduring centerpiece of West Bend.

This year we are kicking off a three-phase program to upgrade the lighting on our three smaller, Little League diamonds. Our goal is to raise a total of \$500,000 to complete the lighting project over the next decade, with \$150,000 needed to complete Phase 1, currently underway to upgrade the lighting on our showcase diamond – West. We ask that you consider the various sponsorship and partnership opportunities we’ve outlined and determine how you can assist with “Lighting the Future” for all the young baseball and softball players in West Bend and surrounding communities.

### **Step Up to the Plate and Get a Hit for West Bend Little League Baseball and Softball**

#### **Single Sponsor - \$1,000**

- Your company or family name on a six-foot pennant hanging on a left field light pole for 5 years.

#### **Double Sponsor - \$2,000**

- Your company or family name on a six-foot pennant hanging on a right field light pole for 5 years.

#### **Triple Sponsor - \$5,000**

- Recognition for your company or family on special “Lighting the Future” campaign plaque/signage near the high-traffic, West Bend Little League Complex concession stand.

#### **Home Run Sponsor - \$10,000**

- Recognition for your company or family on a plaque placed on a light pole (one per pole) and special “Lighting the Future” campaign plaque/signage near the high-traffic, West Bend Little League Complex concession stand.

**Grand Slam Sponsor - \$20,000**

- Special recognition for your company or family on the “Lighting the Future” campaign plaque/signage near the high-traffic, West Bend Little League Complex concession stand, light pole plaque (one per pole) and six-foot pennant hanging on one of the light poles.

**Diamond Partner - \$50,000+**

- Your company or family will have 10-year naming rights to one of the four lighted Little League diamonds (West, South, North and Junior) including field signage and name use in all communications where fields are referenced (local, district and state play and tournaments).
- Highest level of recognition for your company or family on the “Lighting the Future” campaign plaque/signage near the high-traffic, West Bend Little League Complex concession stand.

This is a great opportunity to see your name proudly displayed at the WBLL complex for many years to come. All that pass through will know of your generous contributions and commitment to improve playing conditions for thousands of children in our community.

If you are interested in becoming a Sponsor or Diamond Partner, please contact Chad Steinke (414-477-2965 or [chad.steinke22790@gmail.com](mailto:chad.steinke22790@gmail.com)) or any West Bend Little League Board Member.

Sincerely,

“Lighting the Future” Campaign Committee

*Jim D’Angelo, West Bend Little League President*

*August Lubinski, West Bend Little League Vice-President*

*Matt Sternig, West Bend Little League Treasurer*

*Chad Steinke, Sponsorship & Marketing Committee Co-Chair*

*Mark Blau, Sponsorship & Marketing Committee Co-Chair*