



To Our LAYBS Team Parents & Coaches

Each year, the LAYBS Board of Directors looks to create and foster positive relationships with our neighboring community organizations for the purpose of raising funds for the league and allowing our community organizations the opportunity to leverage the LAYBS resources (web site, social media channels, iPost and co-marketing opportunities) for awareness and added revenue to their business.

In order to continue this tradition and necessity, we require each of our respective teams to deliver no less than \$350 for the league.

There are three different ways to achieve this requirement. Each level brings with it additional elements provided to the sponsor by the league. Level A is structured for a team unable to secure a local business or corporate sponsor and opts to raise dollars among team parents, friends and family. Levels B and C are structured for teams who secure a local business or corporate sponsor.

The respective levels are as follows:

A _____ TEAM RAISE / PARENTS / FAMILY / FRIENDS (\$350)

- A. Team will raise money among parents, family and friends and provide:
 - a. Check for Three-Hundred Fifty Dollars (\$350), made out in the name of "Los Altos Youth Baseball & Softball"
- B. LAYBS will provide:
 - a. Sponsor 'Thank you Parents' listing in LAYBS annual yearbook circulated to all LAYBS Families in Spring 2022

B _____ LOCAL BUSINESS / CORPORATE RAISE (\$500)

- A. Sponsor will provide:
 - a. Check for Five-Hundred Dollars (\$500), made out in the name of "Los Altos Youth Baseball & Softball"
 - b. Camera ready artwork logo (.jpg, .png, .tif) logo delivered to LAYBSSponsorship@gmail.com
- B. LAYBS will provide:
 - a. Team Sponsorship Association with LAYBS and assigned team
 - b. Sponsor 'Thank you' listing in LAYBS annual yearbook circulated to all players of LAYBS Spring 2022
 - c. Sponsor 'Thank you' listing on LAYBS Sponsor Page of LAYBS league website
 - d. LAYBS 'Thank you' plaque with sponsored team photo for display
 - e. Invitation to LAYBS Sponsor Appreciation Day held towards the end of the LAYBS regular season (date TBD)
 - f. League purchased banner to be displayed throughout 2022 season on outfield fence of Fields 1 or 2 (size TBD)



C _____ LOCAL BUSINESS / CORPORATE RAISE (\$750)

- A. Sponsor will provide:
 - a. Check for Seven-Hundred Fifty Dollars (\$750), made out in the name of “Los Altos Youth Baseball & Softball”
 - b. Camera ready artwork logo (.jpg, .png, .tif) logo delivered to LAYBSSponsorship@gmail.com
 - c. Self produced, league approved artwork for display banner measuring 4’x4’
- B. LAYBS will provide:
 - a. Team Sponsorship Association with LAYBS and assigned team
 - b. Sponsor ‘Thank you’ listing in LAYBS annual yearbook circulated to all players of LAYBS Spring 2022
 - c. Sponsor ‘Thank you’ listing on LAYBS Sponsor Page of LAYBS league website
 - d. LAYBS ‘Thank you’ plaque with sponsored team photo for display
 - e. Invitation to LAYBS Sponsor Appreciation Day held towards the end of the LAYBS regular season (date TBD)
 - f. League purchased banner to be displayed throughout 2022 season on outfield fence of Fields 1 or 2 (larger sized banner TBD)

Each new sponsor is to select the level that they are most comfortable contributing to. They are to provide a check made out to the league per the instructions, complete all of the necessary contact information, and sign the agreement. When the agreements and checks are delivered back to the league, the Sponsorship committee will coordinate any and all details directly with the sponsor in order to properly fulfill our respective obligations.

Checklist of what is needed to be returned to the league includes:

- Completed and signed Sponsorship Agreement
- Check made out to ‘Los Altos Youth Baseball and Softball’ reflecting the selected sponsor level.

In order to help everyone properly articulate to each returning and prospective sponsor, an overview presentation is made available for each of you to access and share with our sponsor.



For questions regarding the overview, this agreement, additional opportunities, etc., you may email the sponsorship committee at LAYBSSponsorship@gmail.com.

Without either a check from your team sponsor, or from the team itself of no less than \$350, team uniforms will not be able to be provided.

The following includes some overview of our league and the purpose of our corporate sponsorship program. Please feel free to utilize however you see fit when soliciting your team sponsor.

Los Altos Youth Baseball and Softball (LAYBS) is a not for profit [501(c)(3)] organization delivering youth baseball and softball to children ages 4 to 15 via Cal Ripken, Inc., Babe Ruth League, Inc. & USA Softball, Inc. The mission of our organization has been centered around a commitment to providing every youth in our community the opportunity to learn the fundamentals of youth baseball & softball in a safe, family oriented and educational environment. In addition to teaching the fundamentals of the game, each child is taught the qualities of good sportsmanship, sense of fair play, respect for the game and how to compete with class.

LAYBS serves the surrounding communities of Long Beach, Lakewood, Seal Beach, Los Alamitos and Hawaiian Gardens around El Dorado Park where all games are played. The league provides two separate playing seasons in Spring and Fall, covering a total of 10 months. League participation has continued to grow year over year and amassed over 1000 participants pre-pandemic which include over 80 individual baseball and softball teams. It is anticipated that the Spring 2022 season will reach thousands of unique individuals, with a median household income of over \$179,000 per year. As we proceed with a great deal of caution in 2022, the League is excited to get back to baseball in the safest way possible, abiding by CDC, city and county guidelines.

Corporate sponsorship of LAYBS is imperative in order to help support our growing league. Revenue from our corporate and team sponsors go to such needs as:

- Scholarships for underprivileged participants
- Equipment and uniforms for all teams and participants

Field and facility maintenance

- Team select programs
- And many other needs which add to operational overhead



It is the goal of LAYBS to continue to build the affiliations between the league and our neighboring organizations that all of us consider part of our collective community. It is support of organizations like yours that ensure the lasting impact and presence of LAYBS, a league which will celebrating 67 years of existence this upcoming 2022 season.

Thank you in advance for your support of LAYBS!

All the best,

Marco A. Valadez, LAYBS Sponsorship Director
LAYBS Board of Directors
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