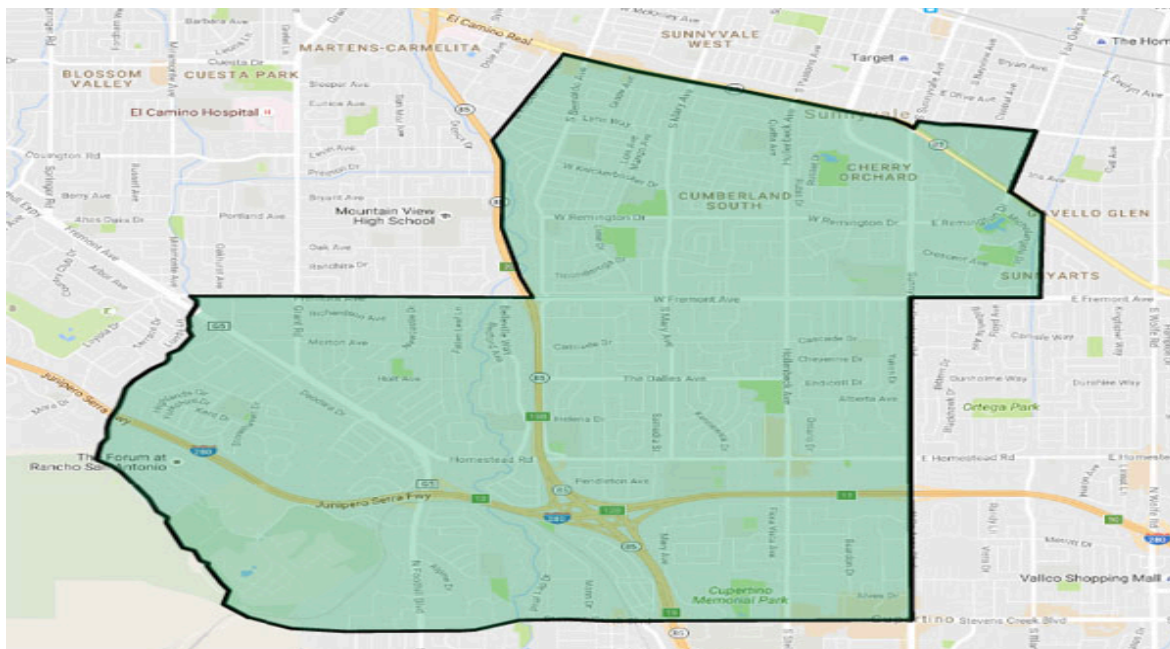




Dear Neighbor,

We hope you are staying safe and healthy during the COVID-19 pandemic. As you may have heard, due to complex and uncertain city, county, and state guidelines around youth sports at the time, we regrettably suspended and then canceled our 2020 Spring season. We hope that youth sports will be allowed to return this Spring and have been busy planning for a return to the fields. Sunnyvale Little League (SVLL) serves more than 400 kids from the Sunnyvale, Cupertino, and Los Altos area. We are a registered 501(c)3 non-profit organization run entirely by parent and community volunteers. At this time, we do not know yet if we will be allowed to host a full Spring season, however, we would be grateful for any support from our local business community.

Our families make a sincere effort throughout the year to patronize businesses that support our league. By becoming a sponsor, you'll gain valuable exposure for your business while supporting youth sports in our community. Players from our league live and/or go to school within the following boundaries:



The generous support of our sponsors and donors offsets the rising operational costs required to run a youth sports league, such as field rentals, uniforms, equipment, utilities, and training. This season, we expect higher than normal safety and cleaning costs as well. SVLL also offers financial scholarships to families based upon need, as we believe that every child that wants to play baseball should be given the opportunity to participate.

Please consider joining us as a sponsor. We are offering reduced pricing for all packages this year due to the uncertainty of our season and challenging business climate for small businesses. If you prefer to make a monetary donation or provide a gift-in-kind, please let us know. Any support is greatly appreciated. On behalf of the SVLL community, thank you for your consideration!

Sandy Yun
Fundraising Director
fundraising@sunnyvalelittleleague.com
408-221-8028

Sunnyvale Little League
PO Box 2566
Sunnyvale, CA 94087
www.sunnyvalelittleleague.com



Sunnyvale Little League 2021 Sponsorship Plans

The following plans are available. All packages are being offered at a reduced price for the 2021 season. Please complete the Sponsorship Agreement and return with a check payable to Sunnyvale Little League. We request commitments before **February 28, 2021** to meet our marketing and print deadlines. Thank you for your support!

GRAND SLAM PACKAGE - \$750 (25% Discount)

- Link on our website to your business home page
- Commemorative Sponsor Plaque to display at your place of business
- 2 Banners to be hung on outfield fences at De Anza Park AND Serra Park*
- Mention during our Opening Day and Closing Ceremonies*
- Quarter-Page Ad in the League Yearbook (sponsor must provide print-ready ad/artwork)*
- Thank You in League Yearbook*
- Logo Displayed in both SVLL Concession Stands all season long*
- Logo on website www.sunnyvalelittleleague.com
- Premium banner, logo, and yearbook* placements

HOME RUN PACKAGE - \$400 (20% Discount)

- Link on website to your business home page
- Commemorative Sponsor Plaque to display at your place of business
- 1 Banner to be hung on outfield fence at De Anza Park OR Serra Park*
- Mention during our Opening Day and Closing Ceremonies*
- Thank You in League Yearbook*
- Logo Displayed in both SVLL Concession Stands all season long*
- Logo on website www.sunnyvalelittleleague.com

TRIPLE PLAY PACKAGE - \$200 (20% Discount)

- Commemorative Sponsor Plaque to display at your place of business
- Mention during our Opening Day and Closing Ceremonies*
- Thank You in League Yearbook*
- Logo Displayed in both SVLL Concession Stands all season long*
- Logo on website www.sunnyvalelittleleague.com

*Assuming we are able to host Opening/Closing ceremonies and host concession stands, pending COVID-19 restrictions, and host a season long enough to publish a yearbook. As of January 2021, we cannot confirm that a full Spring 2021 schedule with games will be held.

Questions? Please contact Sandy Yun at fundraising@sunnyvalelittleleague.com



Local Little League Sponsorship Agreement

This agreement between **Sunnyvale Little League** (hereinafter, "Local Little League") and _____ (hereinafter, "Sponsor") is for the **2021** season.

Sponsorship of the Local Little League must be, for the Sponsor, out of a sense of duty to help the community. While Sponsorship does afford some benefits (detailed below), the higher purpose is to help the Local Little League impart the values of teamwork, sportsmanship, and fair play to the children of the community, so that they may someday use these values in becoming good citizens.

Sponsorship of the Local Little League does not permit the Sponsor to have any rights or responsibilities in the operation of the Local Little League or any team in the Local Little League, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches, or players for any team in the Local Little League. Nothing herein shall make us partners or joint ventures. The Sponsor and the Local Little League are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified herein.

Any reference to the Sponsorship under this agreement must make it clear that the Sponsorship is with the Local Little League ONLY, and NOT with Little League Baseball and Softball, the organization. Use of the marks of logos of Little League Baseball and Softball by any local sponsor is prohibited, unless permission is expressly granted in writing by Little League Baseball, Incorporated.

The Local Little League agrees to provide the respective benefits in exchange for the sponsorship:

Sponsorship Level: Grand Slam Home Run Triple Play Other _____

For the above considerations, the Sponsor donates \$ _____ to Sunnyvale Little League, understanding that its donation is to benefit the entire league.

Accepted and Agreed:

Sponsor Representative Signature

Date

Printed Name

Date

Contact Name for Advertising (banner, logo, etc.)

Email Address

Local Little League President's Signature

Date

Mike Lee

Printed Name