

## **2012 MUDCATS SPONSORSHIP PROGRAM**

The 2011 Mudcats are offering team sponsorships that will expand our fundraising opportunities. The categories, Business Sponsorships and Friends & Family Sponsorships, allow you to reach out to both businesses, large and small, near and far, as well as to any friends or family members you believe may be interested in providing this type of support. NOTE: We will also be conducting our Hit-A-Thon, so be mindful of who you reach out to so as not to 'Double-Dip'. Details of the others will be out soon.

Each sponsorship category is available in different levels and each comes with a thank you gift depending on the level of sponsorship chosen. What follows are descriptions of both types of sponsorships and 2 forms, one for each type.

### **WHAT DO I NEED TO DO?**

Please print copies of the attached forms to take with you to speak with potential sponsors. When a sponsorship is agreed to, complete the form with the sponsor, collect the cash or check, and turn both into Coach Jeff. I will make a copy of the form and return it to you so you can return it to the sponsor. If you wish, you can make the copy yourself. For a business sponsor, please get their business card for the website ad.

I will take care of getting the sponsor gifts taken care of and to you, where appropriate.

### **HOW WILL I GET REIMBURSED FOR THE AD?**

If you still owe money to the team, the money will be credited to the amount owed. If you are paid up, Jeff Stern will write a check directly to you for the amount coming back to you.

If you need 501(c)(3) number, the check needs to be written to ECB, Inc. and I will make sure that East Cobb Baseball sends the information to the person listed on the sponsorship form.

**GOOD LUCK!**

**MUDCATS BUSINESS  
SPONSORSHIP PROGRAM**

**WHAT IS IT**

The Business Sponsorship Program is a fundraising program designed to provide Mudcat players and their parents an opportunity to seek financial support for the team from local businesses. Sponsorships are available at 4 different levels:

<b>Sponsor Level</b>	<b>Cost</b>	<b>Thank You Gift</b>
The Grand Slam	500.00	Ad on the website Spot on team banner Sponsor plaque (w/team picture & autographed ball)
The Home Run	250.00	Ad on the website Spot on team banner Sponsor plaque (w/team picture)
The Triple	150.00	Ad on the website Sponsor plaque
The Double	50.00	Ad on the website

Note: All website ads are limited in size.

**HOW DOES IT WORK**

Players and/or their parents approach businesses to ask for their support through sponsorship. Players will have a form that explains what the money will go to as well as a description of the ECB program. It will also include info about Cooperstown and the other tournaments we will be playing in so they know where we are heading throughout the spring and summer.

Money raised by the player will go directly to the team and deducted from their remaining balance. If the player is all paid up, the money can be kept by the family, less any sponsorship expenses.

**MUDCAT'S FRIENDS AND FAMILY  
SPONSORSHIP PROGRAM**

**WHAT IS IT**

The Friends & Family Sponsorship Program is a fundraising program designed to provide friends and family of the Mudcat players and their parents an opportunity to provide financial support to the Mudcat players by sponsoring the team. Sponsorships are available at 3 different levels:

<b>Sponsor Level</b>	<b>Cost</b>	<b>Thank You Gift</b>
The Hall of Fame Level	100.00	Mudcat Collectable Pin Team Picture Team Hat
The All Star Level	50.00	Mudcat Pin Team Picture
The MVP Level	25.00	Mudcat Pin

The levels are designed to provide a level that most everyone can afford, yet gives those who can afford and are interested in giving more the opportunity to do so. Pins won't be available until May or June.

**HOW DOES IT WORK**

Players and/or their parents approach their family friends and extended family and ask for their support through sponsorship. Players will have a form (being developed) that explains what the money will go to as well as a description of the ECB program. It will also include info about Cooperstown and the other tournaments we will be playing in so they know where we are heading throughout the spring and summer.

Money raised by the player will go directly to the team and deducted from their remaining balance. If the player is all paid up, the money can be kept by the family, less any sponsorship expenses.