

All-American Sports Recreation, Inc.
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Dear Sir or Madam:

The All-American Sports Softball League (ASSL) invites you to sponsor a team in its upcoming spring/summer season, which starts in April. If you were to sponsor a team, it could have the name of your choice, presumably the name of your business. The following is a list of partial benefits to the sponsor. Most have to do with advertising.

1. The ASSL is the largest softball league in the Northeast, and the third largest in the country. Our spring 2011 season consisted of 150 teams and over 2500 players, all of whom will see the name of your business several times during the course of the season. The league has players primarily from Albany, Rensselaer, Saratoga, and Schenectady Counties.
2. Three newspapers will publish weekly standings and results. Some publish schedules also. These are also posted on the league web site and discussed on the league's message board. In addition the website consists of many other sports allowing 6000 members to view your company name. Therefore, the name of your business will appear in these media outlets every week during the season.
3. The team you sponsor would be encouraged to take their personal business to you. They would also have motivation to do so. In addition league management will make every attempt to bring our business to you.
4. The ASSL has three divisions, or styles of play, each with its own champion. Championship games for each division are played at Field of Dreams Sportsplex. Therefore, local news stations may cover the league at championship time.

5. If your team was to play at Field of Dreams, you would be allowed to attend the game, walk onto the field and take pictures with no admission charge. You would also be able to hang these pictures in your place of business if you desired. Also, depending on the level of financial support for the team, you may be able to keep the legendary “ALL-AMERICAN CUP CHAMPIONSHIP TROPHY” awarded to the champions.
6. Although the ASSL offers no tax advise, any sponsorship contributions are likely tax deductible as contributions or advertising expenses.
7. Additionally, the league web site contains a page for sponsors to post free advertisements.
8. There may be other benefits not articulated here. Most of the teams are sponsored by a business such as yours.

The team registration fee of \$850.00 is what most teams would seek from a sponsor. Of course, some teams would be willing to accept a partial sponsorship. There are also other expenses for things such as umpire fees and equipment that players could pay themselves.

The players use jerseys with numbers. Some teams already have them and would be willing to add the name of your business for your sponsorship \$\$\$.

Please consider the possibility of sponsoring a team for the upcoming season. If you have any questions, please feel free to call or e-mail me. My phone number and email address are at the top of the letter. Thank you for your time and consideration.

Sincerely,

Frank Rogers

Frank Rogers
Commissioner, ASSL