

EAST LONG BEACH PONY BASEBALL

Member of PONY Baseball, Inc.

Operating Policy / Procedure – ELB Sponsorship Program

POLICY / PURPOSE STATEMENT

The Board of Directors of East Long Beach Pony Baseball (ELBPB) has adopted the following policy and procedure for the ELB Sponsorship Program.

The goal of the sponsorship program is to achieve an increased amount of sponsorships and donations from our league members and businesses throughout our community, for the purposes of improving the league and its facilities.

The ELBPB Board of Directors is committed to ensure the best possible baseball experience for the members of our league. League Policies and Procedures have been established and agreed upon by a majority decision (vote), by the Board of Directors in accordance with the following:

- (1) The best interest of the majority of the league;
- (2) The best interest of an individual (when it does not conflict with #1);
- (3) The progressive direction and vision for the future of the league (when it does not conflict with #1 and #2).

This policy / procedure may only be amended by a majority vote of the ELBPB Board of Directors prior to the start of the regular season.

I. USE OF FUNDS

- A. Sponsorships will be tracked separately from the general fund in a special Sponsorship Fund.
 - a. The Sponsorship Fund will be set aside for specific projects such as field improvements, snack bar improvements, new equipment purchases and other similar purchases and projects.
- B. Banner costs will be paid by ELBPB.
 - a. All banner artwork must be approved by the Sponsorship Coordinator and League President.
 - b. The Sponsorship Coordinator will be responsible for handling the production of the banner.
- C. Any other use of all or any part of these funds must be approved by the ELBPB Board of Directors.

II. SOLICITING SPONSORSHIPS

- A. Any league member may solicit sponsorships from local business and/or personal sponsors.
- B. A "Sponsor Request Letter" should be presented to potential sponsors before requesting a commitment.
 - a. The Sponsor Request Letter explains the purpose of our League as well as the levels of sponsorship available.
 - b. The Sponsor Request Letter should be made available for download online.
- C. Sponsorship of individual teams is discouraged.
 - a. Sponsorship of individual teams will not be recognized by ELBPB as a tax- deductible gift to the league unless they are made directly to the League on behalf of a team, in which case the team will receive 50% of the donation.
- D. Once a sponsorship donation has been received, the Sponsorship Coordinator will provide a letter to the sponsor (using form 512.08 – *ELB Donation Thank You Letter*) thanking them and providing them with the appropriate ELBPB tax id information.

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III. LEVELS OF SPONSORSHIP

- A. LEVEL 1
 - a. Donation: \$100 (One Year Term)
 - i. Website Advertisement on Sponsor Page of ELB Website - Sponsor name, address, brief description of services and graphic with link to website (if any).
- B. LEVEL 2
 - a. Donation: \$300 (One Year Term)
 - i. Level 1 +
 - ii. Sponsors name announced on Opening Day (if prior to opening day)
 - iii. 3x3 banner to be placed on an outfield fence.
- C. LEVEL 3
 - a. Donation: \$500 (One Year Term)
 - i. Level 2 +
 - ii. Sponsor Name/Logo on Front Page of website
 - iii. 3x3 Banner to be placed on one of three backstops (higher traffic area near the snack bar)

IV. OTHER DONATIONS

- A. ELB welcomes other donations to the league such as:
 - a. Donations of merchandise or gift-certificates that can be used in opportunity drawings throughout the year.
 - b. Donation of services to the league, such as construction, cleanup or other similar services.