

Sponsor HYAA in 2021!

At Hillsborough Youth Athletic Association (HYAA), we are preparing for our 2021 spring softball and baseball seasons. We are looking forward to continuing our over 40-year tradition of teaching children in our community the values of being team players, respecting opponents, and good sportsmanship. HYAA has a group of dedicated coaches, and volunteers who give countless hours of their time to teach our kids the great games of baseball and softball.

It's no secret that 2020 was a challenging year for our league, our community, and our world. Due to local, state, and Babe Ruth regulations, HYAA was unable to play our spring and fall seasons. This created a very large financial strain on the league as day-to-day operating costs persisted throughout the year. However, thanks to our wonderful sponsors and league contributors, HYAA persevered and we are ready to play ball! Your support of the league is needed now more than ever.



We are pleased to offer area businesses the opportunity to sponsor this great community program. In 2019, we fielded softball and baseball teams comprising of over 600 players ranging in age from 4 to 15 years old. Your sponsorship plays a significant role in making our program a reality for many of these children by offsetting the registration cost per player. The sponsorship program also allows HYAA to offer scholarships to eligible families, and discounts for multi-player families. Your sponsorship contributes significantly to our ability to keep the program affordable and available to all.



While your sponsorship is a great way to support our community, it is also an effective and economic way for you to advertise your business. As a sponsor, your company will be prominently displayed. Whether you choose a team sponsorship, billboard, division sponsor, fundraising event sponsor, or the title sponsor for HYAA, our league promotes all of our sponsors as gratitude for your support. Your business will receive great exposure throughout the season and beyond as many players and coaches continue to wear their jerseys throughout the community for years to come. We will also list your business on the HYAA website. As a team sponsor we will deliver to you, at the conclusion of the season, a plaque bearing your team's picture. The plaque is a token of our appreciation for you to display in your place of business and serves as a great example of your community support.

Please reference the available sponsorship levels on the attached pages to find a commitment level that suits the level of support you can afford. Also attached is our Sponsor Application Form which provides instructions for securing your sponsorship with HYAA.

Please complete and return your sponsorship application with full payment no later than Friday, February 5, 2021. If you have any questions please feel free to contact Patrick Cummings at sponsorships@hyaabaseball.org or 919.747.1462.

Thank you very much for your support!



Patrick Cummings, Sponsorships Chair

Hillsborough Youth Athletic Association



SPONSORSHIP LEVELS

ADVERTISE YOUR BUSINESS & SUPPORT YOUR COMMUNITY BY SPONSORING HILLSBOROUGH YOUTH ATHLETIC ASSOCIATION, A NON-PROFIT ORGANIZATION PROVIDING BASEBALL & SOFTBALL TO THE YOUTH IN OUR COMMUNITY. YOUR SPONSORSHIP SUBSIDIZES THE PLAYING COST WHILE PROVIDING EXPOSURE OF YOUR BUSINESS TO THE OVER 600 FAMILIES THAT PARTICIPATE AT HYAA

HYAA TITLE SPONSOR-\$3,500: PRESENT YOUR COMPANY HAND IN HAND WITH HYAA INCLUDING PROMINENT ADVERTISING, BILLBOARDS AT FIELDS, LOGO ON PLAYER JERSEYS, TITLE SPONSOR OF THE FUNDRAISING CAMPAIGN, ADVERTISE AT EVENTS, IN PRINT & ON THE WEBSITE

DIVISION SPONSOR-\$1,000: DIVISION NAMING RIGHTS, SPRING & FALL TEAM SPONSORSHIP, PROMINENT BILLBOARD PLACEMENT, & MORE

THE HOMER

SPRING & FALL TEAM SPONSORSHIP
WITH ADVERTISING BILLBOARD

\$625*

THE TRIPLE

SPRING TEAM SPONSORSHIP
WITH ADVERTISING BILLBOARD

\$550*

THE DOUBLE

SPRING & FALL
TEAM SPONSORSHIP

\$495

THE SINGLE

SPRING
TEAM SPONSORSHIP

\$395

BILLBOARD ONLY SPONSORSHIP: \$175*

*ADD \$150 TO ANY SPONSORSHIP THAT REQUIRES A NEW BILLBOARD

HYAA ALSO WELCOMES SPONSORSHIP FROM INDIVIDUAL FAMILIES, AND TAX DEDUCTABLE DONATIONS TOWARDS PLAYER SCHOLARSHIPS, AND CAPITAL IMPROVEMENTS



PO BOX 577
HILLSBOROUGH NC 27278
WEBSITE: WWW.HYAABASEBALL.ORG
SPONSORSHIPS@HYAABASEBALL.ORG 919.732.4454





HILLSBOROUGH YOUTH ATHLETIC ASSOCIATION
PO BOX 577 HILLSBOROUGH NC 27278
SPONSORSHIPS@HYAABASEBALL.ORG
919.732.4454

SPONSORSHIP APPLICATION FORM

SPONSOR NAME: _____ PHONE: _____
CONTACT NAME: _____ EMAIL: _____
MAILING ADDRESS: _____ CITY/ZIP: _____

****EMAIL COMPANY LOGO AND ADDITIONAL INFO TO SPONSORSHIPS@HYAABASEBALL.ORG****

SPONSORSHIP PACKAGE: REFLECTS REDUCED PRICING FOR ADDED VALUE (circle your selection)

HYAA TITLE SPONSOR-\$3,500
(Title sponsor our community youth program)

DIVISION SPONSOR-\$1,000
(Division + Spring & Fall Teams + Billboard)

THE HOMER-\$625*
(Spring & Fall Teams + Billboard)

THE TRIPLE-\$550*
(Spring Team + Billboard)

THE DOUBLE-\$495
(Spring & Fall Teams)

THE SINGLE - \$395
(Spring Team)

BILLBOARD ONLY: \$175 / *ADD \$150 ALL SPONSORSHIPS WITH A NEW BILLBOARD

PREFERRED LEAGUE TO PLACE SPONSORSHIP - LEAGUE (AGE)

- | | | |
|--|--|---|
| <input type="checkbox"/> TBALL(4/5 YR OLD) | <input type="checkbox"/> EXCHANGE (9/10 YR OLD) | <input type="checkbox"/> SOFTBALL(6-8 YR OLD) |
| <input type="checkbox"/> MP30(6 YR OLD) | <input type="checkbox"/> SCHLEY (11/12 YR OLD) | <input type="checkbox"/> SOFTBALL(9/10 YR OLD) |
| <input type="checkbox"/> ROOKIE (7/8 YR OLD) | <input type="checkbox"/> DIAMONDS (13-15 YR OLD) | <input type="checkbox"/> SOFTBALL(11/12 YR OLD) |

TEAM SPONSORSHIP - COLOR PREFERENCE
COLOR CHOICES ARE SUBJECT TO AVAILABILITY

PREFERRED TEAM COLOR _____
SECOND COLOR CHOICE _____

DO YOU HAVE A CHILD PLAYING? YES NO

CHILD'S NAME: _____ **AGE** _____

**DO YOU WANT THE CHILD TO BE PLACED ON
YOUR SPONSORED TEAM?** YES NO

**FOR PRIORITY PLACEMENT, PLEASE SUBMIT YOUR CHECK MADE PAYABLE TO HYAA WITH COMPLETED
APPLICATION AS SOON AS POSSIBLE BUT NO LATER THAN FRIDAY FEBRUARY 5, 2021**

HYAA
PO BOX 577
HILLSBOROUGH NC 27278

\$ _____ **SPONSOR FEE ENCLOSED**

**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT PATRICK CUMMINGS
AT SPONSORSHIPS@HYAABASEBALL.ORG OR 919-747-1462**