



Northwest Austin has a growing softball league! We're a Pony League organization created to offer a fun, fair, and supportive program where players learn a love of softball, the importance of teamwork, and the benefit of competition. We are a volunteer-run, 501(c)3 nonprofit organization welcoming all athletes of any ability.

We very much hope you will support our efforts by sponsoring our 2020 season, which runs now through the end of May. By donating to the league, you not only help young female athletes, but you also showcase your business to the families of over 1,000 students and athletes each week. We offer a variety of sponsorships and are happy to create a unique opportunity that would best market your business.

Your support is important to the girls and families we represent, and your sponsorship will be communicated to them in a variety of ways. Sponsor signage at our Hunt Trail complex is viewed regularly not only by softball families but also by Northwest Little League and Gullett Elementary School families. In fact:

- Northwest Softball has more than 100 players and dozens of coaches.
- Northwest Little League, which is adjacent to our field, has more than 650 players.
- Gullett Elementary, also adjacent to our field, has more than 550 students.
- Great Northern Blvd is a popular cycling and running path, with frequent weekday and weekend traffic.
- And fun fact – Northwest Softball's founders and executive board are all female!

To contribute, please complete and return the enclosed form **by February 15, 2020**, to receive full promotional benefits. All donations are fully tax deductible. Should you have any questions or want to learn more about the program and our needs, please contact me at 512-988-9641 or sponsorships@nwsoftball.org.

We remain grateful to the Austin community for their generous support and hope you will consider partnering with Northwest Softball this year.

Sincerely,

Mindy Arbaugh
President, Northwest Softball

Tax ID: 83-2877224



Wish List

As we continue to grow and improve our program, the need to grow and improve our facilities and equipment runs parallel. Fields 6 and 8 at our current location have long needed upgrades, and we've been fortunate in our first year to find support for regrading both fields, putting in a new pitching mound, and providing new balls, helmets, and face masks. We'd like to raise the bar for these fantastic girls, and would love your support to help us provide a better experience for all. Below is Northwest Softball's Wish List. Supporters of these items would receive a custom package of benefits, including but not limited to prominent logo placement at the field, top billing on our website, frequent mentions on social media and in our weekly newsletter, NWS swag, and more! Help us make Northwest Softball a premier youth sports program!



New storage shed – \$3,500. We need a larger, more secure location for our new pitching machine and all of the field equipment. This is a great opportunity for premier logo placement as the price includes a custom painted logo on the side of our shed for up to three seasons!



Jugs P50 Pitching Machine – \$800. We face some pretty awesome competition in Pony League and need to quicken our bats, though every age group would benefit from getting some swings off this machine.



Outdoor power source – \$2,600. Longtime NWLL partner BJ Electric will be putting in an external power source for our new pitching machine (as well as the jump house we rent for league parties!)



Batting cage – \$2,000. A batting cage along the fenceline will give our pitchers and hitters extra space to train, and our friends at Northwest Little League will be able to use it as well!

Want in? Email us at sponsorships@northwestsoftball.org



Sponsorship Opportunities & Benefits

All sponsors will be recognized on the Northwest Softball website, www.nwsoftball.org.

“Come To Play” Sponsors – \$1,000 and above

Big dreams need big backers. Help us build Northwest Softball into a premier program while marketing your business to a grateful, supportive community. See attached Wish List for opportunities, and email us sponsorships@nwsoftball.org for details.

Team Sponsorships – \$500

Sponsor names are printed on the back of team uniforms, with linked logos on our site and featured on social media feeds and the weekly newsletter going out to all softball families. Opportunity to provide coupons, samples, or goody bags to players and families.

Field Banners – \$275

Banners are 3x5 and can promote your business, your family, or your player. Limited space available!

Friend of Northwest Softball – \$100

Friends will be highlighted on the Northwest Softball website.

Please print clearly:

Team Sponsor (EXACTLY how you want it to appear on uniforms):

Exact wording to appear on Field Banners

For banners, email any logos (.eps, .png, or .jpeg) to sponsorships@nwsoftball.org.

Contact name: _____

Sponsor website: _____

Address: _____

Email: _____ Phone: _____

Amount enclosed / check #: _____

Please email this form/details to sponsorships@nwsoftball.org, or mail with check to Northwest Softball, PO Box 10443, Austin, TX 78766-0443. Make checks payable to Northwest Softball.