



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

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