



Northwest Softball is 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 are returning after a year away, and need your support for a successful comeback. Our 2020 seasons were wiped out by COVID-19, and with it went registration revenue. We are thrilled to reopen for the Spring 2021 season, though need to temporarily relocate as our park district-owned fields remain closed. Your donations will help us cover field rental fees, purchase uniforms, replacement equipment, and rebuild our reserves.

Your support will not only be felt, but seen by many in the community. Team sponsors get their names on each uniform. Fliers will hang at all fields we reserve, including North Austin Optimist, Balcones, and our home fields on Hunt Trail. The traffic through these three locations is many hundreds each day. And our Northwest Softball family is growing.

- More than 300 social media followers, reaching up to 1,000 through boosts.
- Our brother organization, Northwest Little League, serves nearly 700 players.
- We have increased registration by more than 70% since founding in 2018.
- Northwest Softball is a proud female-founded and operated program.

To contribute, please complete and return the enclosed form **by February 13, 2021**, 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 Field of Dreams project, 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



Sponsorship Opportunities & Benefits

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

Field of Dreams Sponsors – \$5,000 and above

It's time. Our players deserve a top-notch facility, and in order to grow our program, we need to increase capacity. That means reconfiguring our fields to make them regulation, adding lights, bullpens, concessions, and restrooms. This ambitious project needs supporters who share our vision of the future, with many marketing and naming opportunities. Join us!

Team Sponsorships – \$500

Sponsor names are printed on the back of team uniforms, with linked logos on our site, 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. **Add a field banner for \$650!**

Field Banners – \$275

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

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.