



January 10, 2014

Dear Potential Champion Sponsors:

The time has arrived once again as Pittsfield Girls Softball, Inc. prepares to host another U16 Babe Ruth World Series, a national event where teams qualify from all over the United States to attend. This is an exciting and extraordinary opportunity for the players, coaches, teams, families, community and businesses. In 2008, the U16 Babe Ruth World Series would not have been possible without the volunteer and monetary assistance from our community and specifically, area businesses. The committee remembers well the great anticipation of this enormous event back in 2008 but fund raising efforts challenged the process until the very end, days before the series was to begin. Remarkably, Walmart New England regional area stores stepped up to the plate, making a generous and collective donation to ensure a successful World Series Tournament. Their extensive generosity, along with other area business donations and community volunteers proved to be a game changer, making the 2008 World Series, the most successful and biggest sport event held in the Berkshires!

Today, the World Series has grown bigger and better, and again, we are reaching out to area businesses as potential *Champion Sponsors* of this incredible sporting event. Within five years, much has changed as players, coaches and families now stay at area hotels; World Series teams have doubled from 10-12 teams to 20 teams; and the national media feeds and marketing tools and exposure are unprecedented. The estimated total cost of holding the World Series in 2014 is approximately \$125,000. The 2014 World Series Tournament Committee began meeting in September and have been gearing up early to prepare, currently partnering with Western Mass Sports Commission, a new division under the MA Visitors Bureau which has extensive capabilities in the areas of hotel planning, public relations, media coverage and hospitality. We are excited to invite you to become a *Champion Sponsor* for the 2014 U16 Babe Ruth World Series! Please take a moment to review the great variety of opportunities to be involved in this nationally hosted sports event!

Tournament costs include particulars such as:

- Fees to host the World Series
- Opening Ceremonies/Parade of Champions
- Transportation of qualified teams from/to airport
- Hotel rooms for coaches and managers of qualified teams and umpires
- Rental cars for coaches of qualified teams, Babe Ruth, Inc. staff and umpires, and
- Other ancillary costs such as water, ice and medical supplies for teams

In addition, Pittsfield Girls Softball has identified over \$25,000 in facility improvements that are needed at Doyle Softball Complex to host an event of this size. These improvements include expanding the concession stand, additional toilet facilities, improvements to player dugouts, irrigation system for Fields 1 & 2 and additional bleachers. As we add up costs associated with properly hosting this prestigious event, we have set a goal to raise \$125,000 before March 2014.

This is an event of a lifetime for the players and their families, coaches, friends, spectators, and our fantastic community. The economic impact of drawing hundreds of people to our beautiful region will be enormously beneficial. Please support us to make this happen!

Please take the time to review our Champion Sponsorship Levels attached or review our other sponsorship opportunities such as advertisement or a monetary contribution that matches your budget. We appreciate your support!

Tom Murphy,
President of Pittsfield Girls Softball League, Inc.
(413) 329- 8884

Jim Stimpson,
Babe Ruth
Western MA State Commissioner
(413) 281-1402



**Doyle Field, Pittsfield, MA Hosts
2014 Girls 16U Babe Ruth World Series Championship**

Champion Sponsorship Levels

\$25,000 Grand Slam Sponsor

- ✓ Exclusive World Series Sponsor of the Opening Ceremonies
- ✓ Banner with logo for Parade of Players at Opening Ceremonies (moved to press box during series)
- ✓ Throwing out of first pitch at Opening Ceremonies
- ✓ Choice of inside front or back cover ad in World Series Program
- ✓ Exclusive logo on back of World Series T-Shirts
- ✓ Company Logo on all printed material for welcome packets to players/coaches
- ✓ Banner with logo on site during tournament (moved to outfields during 2015 season)
- ✓ Six VIP Passes to all games of the series
- ✓ Company logo on league website

\$10,000 Triple Play Sponsor

- ✓ Banner with logo at Welcome Breakfast (moved to press box during series and during 2015 season)
- ✓ Logo on all printed material for the welcome breakfast/program
- ✓ Full page color ad in World Series Program
- ✓ Four gate passes for all games in series
- ✓ Company logo on league website

\$5,000 Homerun Sponsor

- ✓ Day Sponsor: Tournament staff will wear staff shirts with your logo
- ✓ Sponsor invited to hand out company giveaways on designated day
- ✓ Sponsor to throw out first pitch of a game on same day
- ✓ Banner on site during the series (includes 2015 season)
- ✓ Full page color ad in World Series Program
- ✓ Two gate passes for all games in series
- ✓ Company logo on league website
- ✓ Employees of sponsors receive free admission for the day

A Win-Win Situation for Players, Teams, Families, Businesses and Our Community