



# **ESCONDIDO GIRLS SOFTBALL LEAGUE**

P.O. BOX 1208 ☉ ESCONDIDO, CALIFORNIA 92033

**September 1, 2023**

Dear Potential Sponsor:

I would like to introduce you to the Escondido Girls Softball League (EGSL). We are a Not-for-Profit organization, and we will be entering our 54<sup>th</sup> year in 2024. EGSL is woven into the fabric of Escondido. We are the only recreational softball league in Escondido for young girls ages 5-15. We have over 400 girls competing in our league every spring season. The goal of EGSL is to promote friendship, encourage academic scholarship, and develop good sportsmanship, self-discipline and self-confidence. EGSL takes pride in molding and strengthening positive characteristics in our youth as they enjoy the benefits of recreational competition.

EGSL has four fields at Kit Carson Park that are designated for girls fastpitch softball. We are the custodians of the fields and facilities. EGSL will continue to make investments into the league, fields, facilities, and EGSL player programs; running the league requires a lot of volunteers, time, energy and money.

- This year, alone, we will have over 100 volunteer managers and assistant coaches working with over 35 teams.
- EGSL takes pride in offering college scholarships for girls on an annual basis to further their education.
- EGSL also aids and supports youth through player sponsorships, for players with financial hardship.

A few seasons ago, we made a commitment to partner with local businesses in Escondido as sponsors. We were successful in working with these partners and offered them a great return on their sponsorship. Sponsors are represented at our fields with banners and signage, logos on the EGSL homepage, and highlighted in our annual program.

EGSL sincerely hopes that you will consider becoming a sponsor for the 2024 season. It is a great way to spend your sponsorship and advertising dollars as well as helping a leading non-profit organization in your community. Our league offers multiple sponsorship levels, see attached sponsorship information. I would like to thank you in advance for considering a sponsorship in support of so many young, female athletes. Please contact me if you have any questions or an interest in working together to help the girls and the community of Escondido.

We at Escondido Girls Softball League sincerely hope that you will show your support by sponsoring our league and contributing to youth activities in your community for the 2024 season.

Thank you,

Teresa Carby  
Vice President  
Escondido Girls Softball League  
vicepresident@egsl.org



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## **2024 Sponsorship Levels**

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### **\$5,000 – Scoreboard Sponsor**

- Choose field 2 or field 5 to have your company advertised on the scoreboard. (Approx. 6 ft by 2 ft) for **5 years**
- Your company's advertisement will be displayed on a 10' X 4' sign in the outfield
- One 4' x 6' sponsor banner displayed on the backstop fencing against the stands
- Your company's advertisement will be displayed on a 200 ft foul line banner
- Full page ad in 2024 program
- Listing on EGSL website sponsor page
- E-Mail blast to EGSL community
- (1) Team sponsorship with company name on jerseys and sponsor plaque
- Sponsorship will run **January – December, calendar year**

### **\$1,000 – Grand Slam Sponsor**

- Choose one of four fields to be named after your company.
- Your company's advertisement will be displayed on a 10' X 4' sign above the field backstop
- Two sponsor banners 4' x 6', (1 inf/1 of)
- Half page ad in 2024 Program
- Listing on EGSL website sponsor page
- E-Mail blast to EGSL community
- (1) Team sponsorship with company name on jerseys and sponsor plaque
- Sponsorship will run **January – December, calendar year**

### **\$750 – Foul Line Sponsor**

- Your company's advertisement will be displayed on the 200 ft foul line banner on the field of your choice
- Two sponsor banners 4' x 6', (1 inf/1 of)
- Half page ad in 2024 Program
- Listing on EGSL Website Sponsor Page
- E-Mail blast to EGSL community
- (1) Team sponsorship with company name on jerseys and sponsor plaque.
- Sponsorship will run **January – December, calendar year**

### **\$500 –Gold Glove Sponsor**

- Your Company advertisement will be displayed on two sponsor banners 4' x 6', (1 inf/1 of)
- Fourth page ad in 2024 Program
- Listing on EGSL website sponsor page
- E-Mail blast to EGSL community
- (1) Team sponsorship with company name on jerseys and sponsor plaque.
- Sponsorship will run **January – December, calendar year**



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## **\$350 – Home Run Sponsor**

- Your Company advertisement will be displayed on One 4' x 6' sponsor banner displayed in the outfield
- Business card ad in 2024 program
- Listing on EGSL website sponsor page
- E-Mail blast to EGSL community
- (1) Team Sponsorship with company name on jerseys and sponsor plaque.
- Sponsorship will run **January – December, calendar year**

## **\$250 – Triple Play Sponsor (standard Team Sponsorship)**

- Business card ad in 2024 program
- Listing on EGSL website sponsor page
- (1) Team sponsorship, sponsor name on jerseys and sponsor plaque.
- Sponsorship will run **January – May**.

## **\$150 – Double Play Sponsor**

- Business card ad in 2024 program
- Listed on EGSL website sponsor page
- Sponsorship will run **January – May**.



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## 2024 Sponsorship Form

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### Sponsor Information

Name of Sponsor:	
Address:	
Contact Name:	
Contact Phone #:	
Contact E-mail:	
Website Address:	
Name of the team or player that you would like the sponsorship to be assigned to:	

### Sponsorship Level

Please select the Sponsorship level desired and check (x) the appropriate line items. Team sponsorships are assigned on a first-come, first-paid basis.

- Scoreboard Sponsor (\$5,000)
- Grand Slam Sponsor (\$1,000)
- Foul Line Sponsor (\$750)
- Gold Glove Sponsor (\$500)
- Home Run Sponsor (\$350)
- Triple Play Sponsor (\$250)
- Double Play Sponsor (\$150)

Website URL:

Please return this sponsorship form, a check payable to **Escondido Girls Softball League or EGSL** (Tax ID # #95-3080953) and your advertising copy, logo (jpeg format), or "copy ready" business card **to the following. If paying by credit card please make the payment on the website under the donations tab and send receipt with the above documents.**

Escondido Girls Softball League  
Attention: Sponsorship Program  
PO Box 1208  
Escondido, CA 92033



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## **BANNER ADVERTISING AGREEMENT**

***Packages that include banners are the Stadium, Foul Line, Gold Glove & Home Run***

\_\_\_\_\_ agrees  
to pay Escondido Girls Softball League (EGSL) for the following:

Quantity:

Amount:

TOTAL AMOUNT DUE \$

**Signed and agreed:** *By Electronically signing you are agreeing to terms*

Signature  Print Name

Date  Phone

Title

EGSL By  Print Name

Date

### **Make payments to:**

Escondido Girls Softball League

P.O. Box 1208

Escondido CA 92033