



Guide for Obtaining
Tournament Sponsors

American Legion Baseball

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SPONSORSHIPS & PROMOTIONS

for the
American Legion Regional Tournaments and
The American Legion World Series

Obtaining a Regional Tournament or a World Series can be very costly events, both to the National Headquarters and the local Region or Post. Therefore, it is very important to find ways to maximize the income of these tournaments, or better said, to reduce the costs. These goals can be achieved three different ways:

1. Reduce the costs associated with running the event.
2. Increase the revenue coming in to the tournament.
3. Defer the costs to another source besides The American Legion.

Obviously, Tournament Officials have already reduced the costs as much as possible while maintaining the integrity of the organization and still operating a first-class tourney. So the answer lies in enhancing revenues and deferring the costs.

Revenue enhancement for a baseball tournament can come in two main forms. Both are obvious concepts, but neither is easy to achieve. One way to increase revenue is to get money donated to the tournament. In order to convince a firm to support the tournament, it must realize that it will get something in return. Hence, the idea of a sponsor is born. The other way of increasing revenue is through increasing attendance. Increasing gate receipts equals increasing income. However, in order to increase attendance, there must be some incentive to get the people to those games. This is where the idea of promotions comes into play. By offering various promotions and “gimmicks,” people will become more interested and will want to come to the games.

Deferring the costs of a baseball tournament may sound like an unusual idea, but this becomes an extension of what sponsors can really do. By finding sponsors for various items throughout the tournament, the costs normally taken on by The American Legion can now be picked up by those sponsors. Whether by cash contributions or by actually contributing those items that are needed, the sponsor has picked up the brunt of those associated costs and, in turn, the Legion has deferred those costs.

When pursuing potential sponsors and promoting the event, things will be easier if the event is thought of as a product. You are attempting to sell the product to customers. These customers come in the form of sponsors and they expect some value in return for their purchasing the product. Also, it is important to acknowledge the difference between marketing/promotions and sales. Marketing and promotions is making sponsors and people aware of the product while sales is the process of selling the product or getting sponsors. Throughout the entire process of getting sponsors, up through the last pitch of the championship game, it is very important to create a win-win situation for everyone involved. Both The American Legion and the customers should feel that they have gotten something good out of the event. Another concept to think about while putting the tournament together is to “under promise and over deliver.” Do not commit to doing something that cannot be done and give more than the other party is expecting.

SECTION 1 SPONSORSHIPS

What is meant by Sponsors and Sponsorships?

Having a sponsor for a tournament, or for any event, means that a firm has taken its resources and made a contribution to the carrying-out of that event. Through a sponsor's giving, the sponsor has made a commitment to aid in the success of the event. However, the event has also made a commitment to the sponsor. Those administrators in charge of running an event have made a commitment to the sponsor that those resources will be used properly and toward the success of the event. Both sides have an obligation to the event and to each other, attempting to create a win-win situation for both sides.

Sponsorships take many different forms. They come in all sizes and values. *But one thing to remember is that, regardless of the size of a sponsor to an event, that sponsor is making a commitment of its resources to the success of the event and no potential sponsor or relatively "little" sponsor should be overlooked.*

Usually sponsorships come in three different forms: (Note: The first two are more commonly seen than the last one.)

1. Cash
2. Tradeouts
3. Donations

A cash contribution by a firm is exactly that. This is when a firm chooses to sponsor an event by giving a set amount of cash. The firm receives something in return for their sponsorship, but the form that they chose for sponsoring the event was through a cash contribution. Usually cash contributions will come from organizations that have some emotional tie, such as through members of The American Legion, or kids/grandkids who play or have played American Legion Baseball.

A tradeout is conducted between the event and the sponsoring firm. Usually the sponsor has a product or service that the event would like to use but, instead of paying for it, the sponsor gives it to the event. In exchange for the sponsor's contribution, it, too, receives some sort of return offering to offset their contribution to the event.

Donations are less frequent when it comes to event sponsorship. Most commonly found in the forms of time and services, donating sponsors do not require a return on their contribution. Nonetheless, any contribution should receive recognition and should be appreciated just as much as any other sponsor.

What Steps Are Taken To Get Sponsors?

Often it is easiest to get sponsors if there is an individual within the organization that has the proper authority, or is in direct contact with someone who does, who can work out an agreement in developing a sponsorship for an event. However, contacting a firm with a formal proposal to sponsor is one of the last things that should be done in the process of getting sponsors for an event.

There is no correct or perfect way to solicit corporate sponsors. Each area of the country and the familiarity with members of the local business world will all change the process a little bit, but the following steps provide a sound road map for doing so.

These steps are:

1. Identify specific events, areas and components of the tournament that can be sponsored.
2. Identify organizations, firms and businesses that could be considered potential sponsors.
3. Prepare sponsorship proposals.
4. Contact potential sponsors directly, present the proposal, then review, revise and be flexible.
5. Fulfill.

The First Step

Prior to making any contact with a firm, there should be a time period of identifying the needs of the tournament and gathering knowledge of potential sponsors. Event planners need to first identify the specific areas and parts of the tournament that can be sponsored. There should be a variety of different opportunities for potential sponsors to choose. Provide potential sponsors with a “menu” of possible ideas. Include pre-packaged plans and an “a la carte” menu to select what best suits their needs. Perhaps there is one facet of the event that fits in very well with a local business and the connection between that part of the tournament and their business would be perfect. It is an advantage to provide a “menu” of available options to possible sponsors. It is important to think beyond the traditionally sponsored parts of the event. It is possible that there is one part of an event that could be sponsored that was never thought of in the past as a “sponsorable” area.

What Can Be Sponsored?

The tickets - The printing of the tickets can be sponsored by a company with their logo on every ticket. There can be a different sponsor for each session’s ticket, with that company’s logo on the back. A sponsor can pay for the ticket printing and place coupons on the back of the ticket for their business. The tickets can be “Co-opted.” In this arrangement, both sides give in a little and both sides win. For example, a company would split the cost of printing and offer discounted tickets to the games while those ticket stubs can be used later as a coupon for that store or company.

An inning - A sponsor can pay to be the sponsor of a particular inning or half-inning. Usually the inning’s sponsorship is recognized by an announcement at the beginning of the inning: “The third inning of this evening’s game is brought to you by the fine folks at (company name). At (company name), ‘company slogan.’ (Company name) and American Legion Baseball are proud to be partners investing in America’s youth.” That inning “belongs” to that sponsor.

Promotions during the game - Various contests and promotions that are carried throughout the course of the game can have individual sponsors. These contests would be introduced as “The (company name) Challenge. . .so on and so forth.” Companies pay for this opportunity or provide the prizes to be given to the winner.

Tent - Not only would sponsors have the opportunity to use the VIP tent, but they may also sponsor a tent for the entire tournament or just one session. This would give employees the opportunity to relax and enjoy the games in the comfort of a tent.

Post-game and Pre-game promotions - Not all of the promotions will take place during the game. These promotions and events could also be sponsored by various companies in the area. For example, “(Company name) is proud to present. . . etc.”

Programs and Rosters and Scorecards - Of course, anything in print can have sponsors. By soliciting advertising from local businesses, these printed items might be able to pay for themselves. The easiest way to become a cash sponsor is to place an ad in the program.

7th inning stretch - A sponsor could pay for time when all ears are on the PA announcer as “(Company name) brings you the seventh inning stretch. . . etc.”

The Game itself - A game sponsorship might be like the following: Sponsor one session (day or night). The value of that sponsorship is pro-rated on the number of games in that session and on the phase in which the tournament is in. PA announcements can state that “(Company name) is the official sponsor of tonight’s games in the 2000 American Legion Regional Tournament.” Employees of that company might receive a number of passes to the VIP tent and a number of complimentary tickets to the games that night. Also included would be signage at gates designating the game as being sponsored by that company. You can use the ticket stub as a coupon for that company, if they choose to do so.

Transportation - Companies could donate cars for tournament officials, lower rates on rental vans for team transportation and equipment moving or provide shuttle service for the participating teams.

Opening ceremonies and closing ceremonies - An organization can provide the awards or sponsor the awards to receive recognition for their company.

Banquets and the award presentation - A company might be approached about paying for the tickets for the kids attending the banquet or providing supplies and food for the ceremonies, in exchange for titleship of the event.

Specific section of seats, designated as being a special section sponsored by a specific company. The company buys the seats in that particular section and then distributes the tickets as they wish, receiving recognition as the sponsor of that section.

Literally speaking, everything down to a single pitch of a ballgame can be sponsored, but it is important to remember that this event is not a glorified commercial. It still is the game of baseball. *Do not sacrifice the play of the players or the pureness of the game of baseball just to get sponsors for raising funds.* Also remember that, according to The American Legion Tournament Manual, announcements and recognition of sponsors cannot take place during play and instead, must be made between half-innings.

The Second Step

After identifying the areas of the tournament that can be sponsored, it is time to look for potential sponsors. An information gathering process would be very helpful. Find out what firms have money they would be willing to offer to the event. Look for companies that have historically been generous to similar events and organizations. Seek out companies that have products or services that the event needs for possible tradeouts. And watch and listen for companies who need or want good relations with the community by supporting a sound American organization in its efforts of promoting the youth of America. There should be as many contacts made as possible. Start with a large number of businesses, mailing them an introductory letter, then follow-up based on responses from that initial pipeline. It is important to get as many as possible due to the fact that the initial response may not be as strong as desired so there should be a large field from which to select.

What Are Possible Sources Of Sponsorships?

* For **cash** sponsorships, the following might be considered:

- Banks;

- Manufacturing plants;
- Local unions;
- Gas stations;
- Malls;
- Insurance agencies;
- Local team booster club;
- Athletic stores;
- Drug store;
- Local Buick dealer or any American auto dealer;
- Local clubs, such as the Jaycees, the Lions Club, Elks, etc.

Any organization that has cash and is willing to spend it on promoting America's youth should be considered as a potential sponsor. Also, companies that cannot offer anything but cash as a contribution to the tournament would obviously be cash sponsors (as opposed to tradeout sponsors).

* For **trade-out** sponsorships, the following are possible:

- Printer for rosters, programs, media kits, etc. [i.e. Kinko's];
- Grocery stores for food at tents and tailgate promotions;
- Soft drink distributor to provide drinks at the tents/party;
- "Party + " or any party supplies store to provide a tent;
- A single sign maker to make all of the sponsor signs;
- Photo developing Co-op where fans get a discount on Legion tickets at photo developing locale, then get photo developing coupon with ticket stub;
- A local phone company to provide a cellular phone for tourney administrator use;
- A local radio station to provide PA equipment, announcer and publicity;
- A business/office supply store for a copy machine and fax machine;
- Movie theaters and video stores to provide coupons and/or discounts;
- A local vehicle-renting center to provide vans and trucks for transportation to and from games for teams;
- Catering service for the banquet [special rate or discount];
- Detergent from grocery store for clean uniforms;
- A sporting goods store for equipment and/or uniforms;
- Ice cream trucks providing ice cream or paying to sell on the grounds;
- Another tent with other vendors.

* For **Donations**, the following might be considered:

- Local civic groups for their time, food, help in hosting a team or help with the banquet: serving or supplying food, etc.

- School corporation to donate buses or provides a shuttle service for the teams to get to and from their games and other tournament events.

When developing a list of potential sponsors, it is important to remember the principles and the goals of The American Legion, so do not solicit any sponsors that might conflict with those interests. Do not compromise the integrity of the organization for a sponsorship; not only does that hurt the Legion, but other sponsors may become “turned off.” Products, such as tobacco, alcohol, or foreign-made goods are not allowed.

The Third Step

The next step of the process is the development of the proposal. After initial informal contact with a firm, event planners should have a good feel for how much interest an organization has in being a sponsor of the event. Knowing this, a reasonable proposal can be written up. This formal proposal should contain many things. Proposals should contain general background about the tournament, the organization and the fundamental principles behind the entire event. A folder that has information about The American Legion, American Legion Baseball, the local Regional Tournament and the basic premises on which the Legion operates should be included and printed on American Legion letterhead. This allows the sponsor to become familiar with the organization and be better informed in making a decision. Other information that might be included is anticipated attendance, past attendance of other Regional Tournaments (if favorable), some highlights of past tournaments and the names of the Major League Hall of Famers who have played Legion Ball. Information like this enables a potential sponsor to see the possible exposure and the good opportunity that exists with sponsoring American Legion Baseball. Packaging this information together in a folder makes it easier for both the sponsor and the event administrators. By having this packet of information pre-assembled, every sponsor can receive the same background information and the only thing that differs is that the specific proposal is geared for that company.

This part of the process is where the concept of “under promising” comes into effect. If a company requests an action in return for their sponsorship, but tournament officials are not sure that they can meet that obligation, DO NOT say that you can. Be honest and let them know that you are not sure you will be able to get it done, but you will put forth your best effort. This then sets up the situation where, if you don’t deliver, then there is no surprise, but, if you end up being able to do it, then the sponsor is that much happier. In the proposals made to companies, make sure that you under promise what you can do and then over deliver. Never allow the opposite to happen. Should you over promise and under deliver, then the sponsor will be very disappointed with the organization and, in all likelihood, the sponsor will be lost forever.

How is a proposal created?

The proposal itself should contain two main parts: what is being asked for and what is being offered in return. In each case, the information should be listed clearly and specifically. There is no need to make the language highly sophisticated, but, at the same time, the wording needs to be very specific. Do not be shy or afraid of asking that the agreement be in writing. This makes matters much more comfortable for event planners and it locks in both sides to the commitment they are making. Regardless of any past gentleman’s agreement or good faith relationships, these sponsorships are easier to monitor, control and review if on paper. Also it makes it very easy to revise and negotiate for a renewal the next time there is a tournament there.

Letters of Agreement

Historically, any written agreement between two parties has been considered a contract, but a

new type of written deal has become more prominent, especially in the area of event sponsorships. A letter of agreement has the same four requirements as a contract, but the main difference is that a letter of agreement is less formal than a contract. Most letters of agreement do not contain the technical legal jargon and are easier to understand. However, the binding capabilities and the importance of a letter of agreement is not any less than that of a contract. Also, oftentimes letters of agreement are not made between two lawyers or contract experts, but, instead, are made as business agreements.

When developing or writing letters of agreement, it is necessary to become familiar with and understand some terms associated with these agreements. Most sponsorship agreements drafted and accepted will be bilateral express contracts. Bilateral means the responsibilities lie with both parties. Express means that the terms of the contract are clearly expressed, usually in written form. Every contract and letter of agreement that is valid and binding must meet four criteria. These criteria are:

1. Agreement
2. Capacity
3. Legality
4. Consideration.

In order to satisfy the agreement quality of a valid and binding contract, both sides must **agree and accept** the terms of the contract. Should one or the other side not accept or agree on **all terms**, then the contract is not valid and cannot be held up in a court of law.

The capacity of fulfilling contractual requirements simply requires that the parties involved in the formation of the agreement must have legal capacity to do so. This basically means that the parties must be reasonably capable of carrying out the terms of the agreement and must be reasonably able to understand those terms, as laid out in the contract.

The legality requirement of contracts is that the contract must be legal and cannot require the performance of any illegal act to satisfy the contract.

Perhaps the most important thing to include in forming a binding and valid contract is making sure both sides are receiving consideration. This means that both sides must receive some “value” in return for some action or promise to act. Consideration can be achieved in two different ways. One way is by providing a benefit to the other party. The other is by accepting something detrimental. By “accepting something detrimental,” it is meant that behavior normally carried out (and having a legal right to do so) is stopped as consideration to the other party. Obviously, as a sponsor, the business’ consideration to the contract is what they give to the tournament. It is important to note, however, that the contract does **NOT** have to have equal consideration, but only consideration to both sides.

Though not necessary in the drafting and designing of the letter of agreement, it is important that at some point legal counsel is sought. This should be done as a protective step to make sure that the requirements of a contract are met and that the deal will be binding and acceptable to both sides.

The task at hand for the American Legion is providing some sort of consideration to the sponsors. This is where most corporate sponsorships are made or broken. Then there is the even more difficult task of placing a value on the things that the American Legion has to offer.

What Does The Legion Have To Offer In Return?

A problem with obtaining sponsorships for a single event such as a Regional Tournament or the World Series is providing consideration to sponsoring parties.

Signage - Advertising can always be given in the form of signs at the site. Consider all the possible locations for placing a sign. Outfield signs, signs above the concession stand, signs throughout the park, signs at the gate, signs in the parking lot . . . There is a great amount of potential with signs. Also, there is a difference between high visibility signage and other signage. High visibility would be locations where everyone in attendance might see the sign, such as outfield signs and gate signs. Low visibility might be in locations near the press box or some area where not every one in attendance will necessarily see. The sponsors are paying for this form of advertising, but they are doing it in the form of being a sponsor to the event. By making cash contributions or conducting tradeouts, signs are valued and offered as consideration to the sponsors.

Program Ads - Like signage, these ads are smaller but still visible to everyone who buys a program and it is another form of consideration to be offered to the sponsor for their contributions.

Scorecards - Have a separate scorecard insert that is a scorecard only. With fifteen games to be played, it is difficult to place enough scorecards in the program. By offering free scorecards to everyone and inserting them into the program, people can get another scorecard without having to pay for a new program. A sponsor(s) for the scorecard is another opportunity for sponsors' advertising — to be offered as consideration to the sponsors for their contribution.

PA Announcements - Simple announcements throughout the course of the game that let the fans know that, "(Company name) is a proud sponsor of the American Legion Regional Tournament. The American Legion wishes to thank (company name) for their support of American Legion Baseball. (Company name) and the American Legion — partners in promoting our youth." This provides another opportunity for the company name to be heard by the fans in attendance — consideration for them from the Legion.

Tickets - Complimentary tickets to executives and representatives of a sponsoring company. Allowing a sponsor free entry into an event they sponsor is the minimum that can be offered to give the company the opportunity to see how their dollars have been spent. In the case of a game sponsorship, several tickets (i.e. "one for every employee" — then they bring a paying family member) should be given to the employees outside of the front office people.

"Exclusivity" - A sponsor can become the "Exclusive" sponsor. Offering exclusivity to a sponsor means that there will be no competing sponsors involved with the tournament. No other company whose products would compete with an exclusive sponsor will be allowed. This provides a "monopoly" for that sponsor which can translate into a higher value assessed to that particular sponsorship.

VIP tent - The American Legion should be appreciative of the sponsors and what they are doing. As a result, the Legion should demonstrate it. Offering a hospitality tent to VIPs from the sponsoring companies gives them an opportunity to relax, take a break, converse with other sponsors and tournament officials and get some free food and drinks in the process.

Parking- Priority/VIP parking to the event for convenience and comfort of the sponsor.

Good standing in the community - By sponsoring this event and promoting the youth of America, a sponsor becomes a leader in the community. They receive recognition as being associated with "a good cause" and, as a result, they will get some good public relations out of the event. This opportunity to "look good" in the public's eye is worth something to the company.

Anything that can be beneficial for the sponsoring company and can have a value assigned to that benefit might be offered as consideration to a sponsor. *It is important to realize that a firm is only going to be a sponsor if they can see some benefit they will receive in return.*

It is necessary to place a value on the above items. Sponsors will have dollar values for the cash (obviously) or the products which they contribute to the event. So in order to offer consideration to those sponsors, dollar values must be assigned to the things offered in return. In a written agreement make sure those values are visible and known up front. This allows both parties to be aware of the anticipated exchanges and the values associated with those exchanges.

How Much Are These Things Worth?

It is not easy to just assign a dollar value to a PA announcement, for example. Pursuers of corporate sponsorships must be aware of the “fair market value” of these items. If a local school or college offers comparable items in sponsorship packages, then that would be a good place to start. If there is no local precedent, then create a value. Creating a value is really no more than the “dart board method.” But, when doing this, one should get a feel for what a potential sponsor would pay for each possible item. Based on the maximum that someone might be willing to pay for those things, pro-rate others on size and location and potential turn around to sponsors.

There are other things that must be considered. For example, the costs associated with the production of the things offered should be thought of. It would not make sense to price an outfield sign at \$350 when it costs \$700 to make the sign. This brings up the discussion of soft costs versus hard costs. Hard costs are those costs that can be considered to be “out-of-pocket” expenses for providing consideration to the sponsor. For example, in order to provide an outfield sign to a sponsor, the sign must be produced. This costs money. Soft costs, on the other hand, are not really cash expenses, so to speak. For example, a PA announcement does not cost anything, but there is still a value for that announcement even though there is no cash expenditure to make it.

The following illustration provides a simple example of how a sponsorship can achieve its goals of paying for itself, enhancing revenue and still giving value to the sponsor.

EXAMPLE: Approach a sponsor asking the sponsor to contribute \$2,000 to the tournament. In exchange for the \$2,000, the Legion will provide an outfield sign (\$500), a full-page program ad (\$100), 3 PA announcements (\$50 each), two complimentary passes to every session (\$150), game sponsorship of Session 4 (\$1,000), and 50 complimentary tickets to that night’s game (\$250).

Notice in the above situation the following math:

The American Legion received	\$2,000
The Firm received items totaling	\$2,150 (500 + 100 + 150 + 150 + 1000 + 250 = 2,150)

HARD COSTS:

LEGION COST of outfield sign =	\$500
of program ad =	\$100

SOFT COSTS:

LEGION COST of PA annmnt =	\$0
of complimentary passes =	\$0
of game sponsorship =	\$0
of free tickets on sponsor’s night =	\$0

TOTAL LEGION COST =	\$600
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“GAIN” on this sponsorship =	\$1,500
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The above example showed an instance when there was a Legion cost and that cost was covered by the amount expressed in the contract. The actual dollar amount contributions do not need to match. According to the assigned values, the sponsor is getting more than what it is paying for (giving \$2,000 and receiving \$2,150). This is called: **VALUE ADDED**.

Value added is when the value of what the tournament offers is “more” than the value of the sponsor’s contribution. The actual ledger, however, would indicate otherwise. This provides a net of sponsors covering the expenses. Some of what the Legion offers does cost, but, by making sure the contributions of the sponsors can cover those costs, then the Legion can come out even. Most organizations, when obtaining sponsorships, like to have a “two-for-one” ratio for their sponsors. This means that for every dollar (in cash or product) that a sponsor contributes, the event should offer a return of double that. For example, if an organization is willing to give \$1,500 in cash to the event, then the tournament officials need to develop a package in return worth about \$3,000. This cannot always be the case, but any time a sponsor can receive more than what it is offering, the sponsor will be more inclined to participate.

When coming up with the value of items that the American Legion can offer, it is important to place a “fair market value” on them. But remember to make the sponsor realize that they are getting a return on their contribution and, in some cases, it is more advantageous (looks better to prospective sponsors) if the value which the sponsors get in return is greater than what they are contributing.

What Does A Proposal Look Like?

Proposals for sponsorships can come in different forms, but there are few things that every type of proposal should contain. The parties involved in the agreement, the terms of the contract and the length or time of the contract should all be included. Remember that the language should be specific and clear. *The wording does not need to be extremely difficult to read with a lot of legal jargon, but it does need to be exact, understandable and clear.*

At the very beginning of the contract, the agreement should specifically spell out the names of both the companies or organizations and the names of the persons involved in the agreement. Included in this information should be addresses and titles of positions. Making such a detailed and specific description of who is involved dismisses any doubt as to with which the responsibility and obligations belong. The second part should describe the event’s dates and the dates of the contract’s length.

The next part of the agreement should include what the sponsor is going to provide. Since the American Legion is, in most cases, initiating the deal, go ahead and list 1, 2, 3 . . . what the sponsor is expected to contribute to the tournament. Be very specific as to avoid any opportunity for an “out” by a sponsor because it was not clearly stated in the contract.

Follow this section with what the American Legion will provide in return. In as much detail as possible, describe the actions that will be taken by the Legion to fulfill its obligations. In both of these two sections, anytime there is a number figure, spell the number out and include its numerical appearance (i.e. two and 2).

Also remember to go ahead and express the values of each item or dollar amount to be offered as consideration. Include this information as part of the contract, making it specific and clear as to what value is assigned to what consideration.

An additional section might be included that allows for any additional items to be included that have not yet been discovered or thought of. This allows for minor changes or additions without having to re-write the entire contract. If the negotiating and talks have been on good terms and

done in good faith, this allowance should be no problem. Also include a disclaimer for both sides should something go wrong and perhaps include the procedure for a breach of contract.

One other section of these contracts is a part that removes all obligations and liabilities from the National Headquarters. These contracts are between local American Legion Posts and do not include the National Headquarters. Make it understood that the National Headquarters can neither pursue payment nor be required to pay in the event of a breach. Appendix II in the back of this booklet contains some sample proposals that can be used as a starting point in developing a proposal.

The Fourth Step

After considering and developing a list of potential sponsors, deciding on what can be sponsored and creating basic proposal ideas, the tournament planners can begin formally contacting and pursuing sponsorships.

It is usually a good idea to conduct informal introductory talks prior to calling on a sponsor. This can be used as a way of finding out the interest level of a company wanting to sponsor the event and perhaps the amount of sponsorship a company might be interested in. This information can be useful in developing a solid rough draft proposal and can serve as a sound starting point for the negotiations.

Then when you meet and present the offer formally to the company, they can examine and discuss the opportunity and “tweak” the deal to meet their needs and expectations. Remember when making a formal proposal to talk about The American Legion as an organization as well as the event itself. It is important to be honest and up-front with sponsors to let them know what our organization stands for and to make clear the objectives of the event. After familiarizing the company with the Legion and the tournament, discuss the proposal and mention that it can be changed and revised to meet the needs of that firm. It is easier to have a rough draft in-hand to provide a starting point. The company will let you know whether they want more or less. Also consider putting proposals in “packaged” form with multiple choices; sort of a menu-type idea.

It is important to be flexible in this stage, but it is also important to remember that expenses must be paid somehow and that the company will be getting benefits in return for their support. Companies will not be interested if they do not think they will receive a return on their investment. Give the company some time to think about the opportunity, but also let them know the importance of time and schedule follow-up talks.

The Last Step

It is most important to fulfill the obligations that were made. If a commitment is broken, that sponsor is lost for the future and it is very possible that word would get out, giving the tournament as a whole a bad name and creating problems for the next time the event is held.

Also, this part of the process involves the over deliver philosophy. Not only should the obligations of the agreement be met, but the tournament should do as much as possible “above and beyond the call of duty” to satisfy and please the customer (sponsor).

We strongly recommend that, before the Post enters into an agreement or contract, the contract be reviewed by an attorney. Most attorneys will be happy to review these types of contracts. Most attorneys will do a quick review Pro Bono; they will not charge a fee. It is simply a wise policy that, anytime a contract is to be signed, you have it reviewed by a professional attorney.

SECTION II CLUBS

Booster Clubs

Another way to earn revenue is to form a booster club. It might sound like a difficult concept, but there is a lot of information and many examples that can be of great help in getting things started and making the club a success.

What is a booster club?

The community is the key to a booster club. A booster club is a corporation of parents, grandparents, baseball fans and other community members who have an interest in American Legion Baseball in the area. That corporation is responsible for conducting any necessary fundraising.

Who should be in a booster club?

Use this list and add others to it that might be willing to donate money to American Legion Baseball or become a booster club member.

- emotionally tied people such as parents, grandparents, Legionnaires or former American Legion Baseball players or coaches
- other booster club lists (obtain lists from high school booster clubs or other fundraising groups)
- local businesses
- questionnaires (place questionnaires in each game program; the questionnaire should ask the fans if they have ideas for a booster club or if they would like to become booster club members)

What can a booster club do?

There are all kinds of fund-raisers that can be conducted by a booster club. Some of the other ideas in this manual are fair game for a booster club and will often be more successful because there is more manpower in getting things done. A booster club can conduct many more fund-raisers than a single person or an unorganized group can.

Possible ideas for fundraising:

- sell advertisements in souvenir books and game programs
- sell season tickets
- sell American Legion Baseball apparel
- Ladies' night, Kids' night, etc.
- car wash
- flea market/yard sale at the diamond
- solicit for funds (direct mail or ask for donations at the games)
- all other ideas in this manual

For more information on forming a booster club, contact the Boosters Clubs of America, 200 Castlewood Drive, North Palm Beach, Florida 33408.

Grand Slam Clubs

Similar to a booster club is a grand slam club. A grand slam club is similar in that it has members who want to see their local American Legion Baseball organization succeed. Yet grand slam club members aren't involved in the hands-on type of fundraising. They are not the fund-raisers, but they are the "fund-raisees."

Who is in a Grand Slam Club?

As in a booster club, grand slam members can easily be parents, grandparents and other relatives of Legion Baseball players. Business owners, Legionnaires and other community members are other prime targets. Also advertise the club's idea in announcements and programs at games to get the idea out to those you might not think about. It might also help to advertise in the local newspaper. As in the booster club idea, it is often beneficial to get a list from another club. That list can be used for possible grand slam club members.

What do Grand Slam Club members do?

How do you get them?

Grand slam club members aren't asked to donate their time at a car wash or donate items for a bake sale. They are asked to contribute money and should receive some sort of appreciative gift in return.

People need to be contacted and notified of the club. They should be asked for a certain amount of money. Some key points to remember when doing a direct appeal are the following:

- People should be asked to give a specific figure. Don't leave it up to the individual who is being asked.
- Give the donor a simple statement of why the money is needed and what it will be used for.
- Ask for donors to give in round figures such as \$25, \$50, \$100, etc.
- Establish a form of graded contributor classifications to recognize each contribution. For instance, a gift of \$25 would make a "Rookie of the Year" and would receive a \$2 concession stand voucher. This would also increase ticket and concessions sales. A gift of \$50 might classify as "Player of the Year" and so on. Larger donors should receive this type of recognition as well as a thank-you note. The larger the donation, the larger the thank-you gift should be.
- At one point late in the season, recognize all of the donors according to their classifications in the game program or even in the local newspaper.
- Have special functions such as a dinner that only members are invited to attend.
- Provide American Legion Baseball apparel to members at a discounted rate. Members who donate large amounts of money might even receive free merchandise.
- Sell merchandise exclusively to Grand Slam members that has a grand slam logo on it.
- Use other promotional and sponsorship ideas included in this manual.

SECTION III - PROMOTIONS

The second way to enhance revenue is to increase attendance. But that is much more difficult than it sounds. Regardless of who is playing or what event is taking place, people who genuinely want to see the event or are attached to the event in some way are going to come. But getting people who otherwise would not make an effort to go is the hard part. Therefore, there must be some incentive or special attraction to increase the fan support at these events. These incentives or special attractions are better known as promotions.

What Is A Promotion?

Promotions come in many forms. Basically, promotional ideas are concepts that are used as a means of attracting more people to an event. In the case of American Legion Baseball tournaments, promotions are activities that might encourage more people through the gate. Some promotions occur before the game and others during the game. Some occur outside the gates, others on the field. Some promotions may not even take place on the grounds of the stadium at all.

What Can Happen Before The Game?

There are all kinds of possible things that can happen to get people to at least come for something besides baseball. Many pre-game promotions can even take place in the parking lot. Then, if people take the time and effort to get to the parking lot, they will probably go ahead and go to the game as well. Various events that can be run in conjunction with the beginning of a baseball game can be done. Local celebrities, a band, a BBQ in the parking lot or live radio broadcasts — all kinds of fun and attention-grabbing things can happen to get people to the stadium.

With pre-game promotions, it is important to remember to allow enough time for the games to be started on time and to give people enough time to see the first pitch. Though some people may not care whether or not they see the first pitch, it is better to provide the opportunity for everyone to experience the promotion before the game starts. Another thing to consider about pre-game promotions is to provide plenty of notice and advertising about the promotion in association with the tournament itself. For during-the-game promotions, people will learn about those while at the game, but for pre-game promotions, it is important to get the word out well in advance. It is also important to remember the logistics of the site and the capability of the site when holding a specific promotion.

What Can Be Done While The Game Is Being Played?

There is no reason to leave the crowd with nothing to do between innings because many fans are not there just for the baseball but would also like to have some other form of entertainment. Therefore, it would be good to follow what the Minor Leagues and many universities across the country have done and provide entertainment for the crowd. Running promotions that take place during the game gives everyone in attendance the anticipation and hope that they might get to participate in an event with the opportunity to win a prize. And then watching people compete for prizes in unusual contests of “skill” is always a crowd-pleaser.

However, it is important to remember that baseball is still the purest of all sports and that a mockery should not be made of the game. There is a fine line between a joke and still having the focus on the game and the kids playing it. Do not “prostitute the product” just to raise funds for running the event. If there is too much other “stuff,” then sponsors and fans alike will not want

to come to the games anyway. But, at the same time, this does not mean that the paying crowd cannot have a little fun too.

It is also important to remember that the safety of both the players and the promotion participants is a must. The final thing to consider for during-the-game promotions is the amount of time that is available to carry them out. They should be done quickly and efficiently and *should not interfere with or delay the game in any way.* This is especially important in a tournament when the games are tightly scheduled and must move along smoothly.

Can't Running Promotions Become Expensive?

Yes. It is true that bearing the costs of running promotions can become expensive. Paying for any signs, prizes, groups, supplies, etc. that might be needed for a particular promotion can be costly. *But, once again, this is where sponsorships can become a big part of the tournament.* By having sponsors for various promotions, the cost is then deferred to them. For example, if a promotion for during-the-game is planned and a prize is needed for that promotion, get a sponsor to provide the prize in exchange for titleship of the promotion. For a pre-game promotion, sponsors can provide needed supplies in exchange for the sponsor having the opportunity to hand out any coupons, free samples, etc. The firm also gets mention as a sponsor anytime the promotion is announced, whether on radio, TV or in the print media.

What Is A "Co-Op?"

A co-op is a special situation that is growing in popularity in the area of sponsorships and promotions. This arrangement is exactly what its name indicates. It is a cooperative effort by both sides of the agreement. For example, when pursuing a sponsor, the sponsor might ask, "How will business be directly affected?" This is a very valid question, and an arrangement can be worked out to provide an answer that the sponsor will like to hear. A co-op would work great in this situation. Sell the company large numbers of tickets at a discount rate. Then that company advertises that they are "giving" tickets away to their customers, creating traffic through their store. In combination with that idea, the ticket stub can be used as a coupon, creating even more traffic.

Another co-op idea really has nothing to do with the Legion's negotiation of a contract, but it can be offered as a suggestion to the potential sponsor to encourage them to sponsor the event. This co-op would be where a local store gives money to the event. But then that store goes to its suppliers and lets them know what they are doing and, in exchange for money to back the store's contribution to the American Legion Tournament, the store will give more shelf space or run a special promotion on those products. In this scenario, the Legion gets the money, the store gets the recognition, but the store is really not paying the money, the suppliers are.

What Are Some Promotional Ideas?

There are literally thousands upon thousands of possible promotions that can be carried out. It is important to consider the community, the availability of resources and any unique characteristics to the specific tournament site when attempting to develop promotional ideas for the tournament.

Pre-game Ideas:

First pitch by local celebrity: Always a popular idea with the local fans. Consider honored dignitaries such as the Mayor or Governor, local Legionnaires, local radio and television personalities, or perhaps a hometown "hero," local legend or leader to throw out the first pitch.

Entertainment by local artist: Have a local musical group or artist perform in the parking lot before the game or a concert after the game. Also ask them to perform the National Anthem prior to the beginning of the session or game.

Pledge of Allegiance or Code of Sportsmanship recited by local celebrity: May be done in conjunction with the first pitch or done separately. Have a popular person that people know and appreciate say one or both of these prior to the start of the games.

“Celebrity Softball Game:” Invite local celebrities to play in a softball game two or three days prior to the start of the tournament at the tournament site. If enough, have two teams. If only enough for one team, have a local softball team play against them.

Alumni Game: Have past players from the host team play a game (softball or baseball) a few days prior to the start of the event. The supporters of the local team will remember most of those alumni and will enjoy watching them play again.

Pre-game broadcast by radio station: Have a local radio station broadcast live from the parking lot prior to an evening’s games, continually announcing where they are and what’s going on there.

BBQ in parking lot: Have a huge pre-game “tailgate party” with BBQ, hot dogs, brats, burgers, chips, soda, etc., and music. Either charge for the food, connect the ticket price with the food or get sponsors for the event.

Breakfast before the game: For those early morning sessions, offer breakfast in the parking lot or inside the stadium prior to the game. Hot or cold. Free to the first one hundred fans.

Field Day: Invite youths to compete in Olympic relays on the field prior to the game. Have local youth programs encourage participation in the relays. Offer free admission to the participants.

Set a record night or “Pack the House Night:” With a big advertising campaign encourage the local people to be a part of the largest crowd in American Legion History. Everyone wants to be associated with a record of some type.

Golf Night: Have a local golf pro come to the field and put on a show. He can demonstrate how far a golf ball can leave the yard, how the shortest club in the bag can hit the ball out of the park and maybe perform a few trick shots.

Celebrity Night: Have celebrities out to the game to sign autographs and have their picture taken with fans.

Camera Day/Night: Allow anyone who shows up to take all the pictures they want of the park, the players, anything. Encourage local film developer to set up a kiosk and sell film. Sell (co-op) the tickets through the developing stations.

Shopping center night: Advertise in the local shopping centers and solicit the stores to contribute products for a drawing for prizes, gift certificates, coupons, etc.

Antique or sports car show in parking lot prior to the game: Owners of these gems are always wanting to show them off. Give them the opportunity to do so.

CPR Night or Fire Department or Police Department Nights: Ask local members of the emergency community to come and give clinics, conduct demonstrations, show off equipment and hand out brochures and informational guides to safer living.

“Theme” Night: Have a theme for a single session, and anyone who participates in the theme gets a discounted admission. Themes such as “Turn Back the Clock,” “Toga Night,” “Pajamas Night” or any other unusual theme to get people interested. Offer prize for the best-dressed or most enthusiastic participant.

Door prizes or raffles: Have a drawing for nice prizes with registration throughout the town at local businesses, but make attendance to the game when the recipient will be announced a requirement for claiming the prize.

Tickets double as coupons: Convince local businesses to accept the ticket stubs as coupons for products in their stores.

“Smith” Night: Anyone with the last name of Smith gets in at discounted admission. Any name can be picked.

“Spend \$8 in our store and get a free ticket:” This is another co-op idea that creates traffic through the stores of sponsors.

Art Contest for kids: Kids enter an art contest, drawing a picture about being an American. Every kid who enters the contest gets discounted admission and there is a prize for the winner.

Beauty Pageant: To avoid any complaints, host a “Mr. Regional contest” to be the equivalent of a male Miss America pageant for that regional tourney (or World Series).

Sponsor Buy Out: A local company buys mass quantities of the remaining tickets to the event and then gives tickets away at their discretion.

“Guess how many...” Jellybeans in a jar, tennis balls in a Chevy, etc. with a prize to the closest guess.

Random names: Select random names out of the phone book who get free admission to the game, but they do not know they have been chosen unless they go to the ballpark to find out.

Clinic put on by local college coach or pro ball player: You can team up with local college baseball coaches or nearby high school coaches and host a “Kids Clinic.” Most college coaches and high school coaches have the expertise to host this type of event. By letting the younger ball players into the stands, you will raise money by charging the adult with them and, of course, raise money through concession stand and souvenir sales.

Honorary bat boy/girl, ball boy/girl or Honorary Coach: Selected for scholastic achievement or honored by the community. Small ceremony prior to the game with presentation of a plaque and the opportunity to throw out the first pitch.

VIP Seating Sections: Special reserved sections for sponsors, season ticket holders, media, scouts or other groups. Intermingle members of the Grand Slam Club with professional scouts in the front row. Set aside front row seat for Scout and two seats next to that scout for the Grand Slam members.

Season ticket: Sell advance season tickets. Offer some way of designating the ticket holder as being such for their convenience, as well as for the convenience of the ticket takers.

Special Rates: Offer special discount rates or package rates for kids, group rates, family passes, student prices, senior citizens and veterans.

During The Game Ideas (Between Half-Innings):

Dizzy bat race: Have two participants, one at first and the other at third. They start at the same time and have to spin around the bat with their head on the bat ten times and then run to a spot behind home plate. The first one to reach the spot wins.

Race around the bases: Have two participants both start at home and run in opposite directions. First one back to home, after touching all bases, wins.

Remote control truck race: Have two participants stand at second base, each with the controls to a radio-controlled truck. The first one to get their truck to the home plate dirt area wins.

Paper airplane design and throwing contest: Give three or four contestants the same size paper to construct and design a paper airplane. Take them out behind home plate with an opportunity to throw the planes to a target. The closest one wins.

Putting contest: Using a carpet remnant and a cup, have contestants participate in a “play-in” upon entering the stadium, and the top three compete behind home plate between innings.

Blindfolded: Place a blindfold on a contestant and have them get on the ground on all fours, surrounded by prizes. Then the crowd yells which direction for the participant to go.

Fan move of the game: Have a specially designated area such as directly behind the plate, or on top of a dugout, or have a special type of seat such as a recliner or couch or “Futon,” and a lucky fan (ticket number drawn at random) gets to move to that seat.

“My” Player: During one half of an inning each offensive player is assigned at random to a fan. Then their performance during that half-inning dictates the prize or coupon the fan gets: HR = best prize, K = lowest valued prize.

Baseball Bingo: There is a game available called Baseball Bingo. This game uses regular BINGO cards for a playing board. However the numbers called are based on what happens during the game. For example, when something takes place during the game, a number is called out in accordance with that happening. Whoever gets “BINGO” is the winner. The game of BINGO lasts the length of the game. The playing cards can be purchased for a small amount at the gate.

Phony ad in program: Place a phony ad in the program and one night of the tournament announce that whoever can find the phony ad gets a prize. This forces the fans to 1) buy the program and 2) look at all of the ads.

Hula-Hoop contest: Have a contest before the game to get finalists, then bring the finalists onto the field for the championship.

Music: As simple as it sounds, just play music over the public address system between half innings. It passes the time very well. “Oldies but goodies”-type rock ‘n’ roll is usually a crowd favorite.

Other Promotional Ideas:

Award those who make it to every session: Have a nice little “token of appreciation” for those fans who make every session or every ballgame.

Thank-yous to sponsors and to volunteers: It is very important to remember and recognize in some fashion everyone who made the tournament possible. Obviously a sponsor should feel appreciated. But the volunteers should receive some sort of recognition at the final game for

all of their efforts, too.

VIP Tent: Have a tent set up for honored guests, the media, executives from the sponsors of the event, coaches, team representatives and pro/college scouts. Stock the tent with food (cold meats, chips, relish tray, etc.) and soda and provide the service free-of-charge to those individuals. Those people are the only ones who receive access to that area and they should be designated as such.

Fireworks display: Provide a fireworks show after one of the evening sessions. This is always a big attraction and fans love to come see them set off.

APPENDIX I

Here are a few additional resources that might be helpful in the continuing effort of improving sponsorship and proposals:

1. Team Marketing Report, 660 W. Grand Ave., Suite 100E, Chicago, IL 60610, FAX (312) 733-4071, Tel. (312) 829-7060
2. IEG Sponsorship Report, 213 West Institute Place, Suite 303, Chicago, IL 60610-3175, FAX (312) 944-1897, Tel. (312) 944-1727
3. NACMA Ideas, P.O. Box 16428, Cleveland, OH 44116, Tel. (216) 894-4000
4. Athletics Administration, 4905 Pine Cone Drive, Suite 2, Durham, NC 27707
5. Advertising Age, 965 East Jefferson, Detroit, MI 48207-3185, Tel. (800) 678-9595
6. Athletic Business, 1846 Hoffman Street, Madison, WI 53704

APPENDIX II

The following are some sample proposals that might be used as a guideline for the developing of a specific proposal by a Regional or World Series Tournament official when pursuing a corporate sponsorship.

[cash sponsorship]

20__ Sports Marketing/Promotion Sponsorship Package For Acme Corporation - (\$2,450/Package Valued At \$4,900)

Public Address and Message Board Advertising

- **Two-(2) public address and two-(2) message board announcements** at each regional tournament game (for fifteen games).

Public address/message board advertising package is valued at **\$400** for the tournament. (\$50 each PA announcement / \$50 each message.)

Regional Tournament Game Promotion

- **Game Sponsorship** for one (1) session of the Regional Tournament. The “Acme Saturday Night at the Ball Park.”
- **Game Sponsorship** with logo and name recognition in all print and radio advertising. (“It’s the Acme night at the ball park as The American Legion Regional 10 Tournament continues Saturday at Legion Field.”)
- **Name/Logo Recognition** on the cover of the program as being a session sponsor.
- **Public Address Announcements** as being the session sponsor.
- **Thirty (30) Complimentary Tickets** to the session sponsored.
- **Four (4) Complimentary Tickets** to each session.
- **Four (4) Passes** to the hospitality tent.
- **Opportunity to Distribute** promotional items at the gate.
- **Sponsorship of “The Acme Corporation Dizzy Bat Race”** at each game. Two participants spin around a bat ten times and then race to home plate. The winner receives an Acme product.

Game Sponsorship Package (including session tickets) is valued at **\$200**.

Acme Ticket Plan Discount

- **Sponsorship of The Acme/Legion Ticket Program** for the Regional 10 Tournament. Anyone can purchase tickets to single sessions of the Regional Tournament at two dollars (\$2) off the face value any time they buy ten dollars (\$10) of Acme products. Acme will receive sponsorship recognition in all season-ticket literature, and print and radio advertising, and mentions on scorecards.

Acme Ticket Discount Plan is valued at **\$250**.

Outfield Signage

- **One (1) 8 X 8 Ad Panel Location** on the outfield fence. Ad panel will be displayed throughout the Regional Tournament.

Outfield Signage Advertising Package is valued at **\$1,000** for the Regional Tournament.

Tournament Program

- **One (1) Half-Page Black and White Advertisement** in each game program for the entire tournament.
- **Logo/Name Recognition** on scorecards distributed at all fifteen games.

Tournament Program Ad Package is valued at **\$1,500**.

20__ Corporate Sponsorship

LETTER OF AGREEMENT

ACME CORPORATION

This agreement made this _____ day of _____, 20__ between The American Legion Post 1000, located at 1 Pine Crescent Drive, Indianapolis, Indiana 46227 and Acme, located at 2 Oakbrook Avenue, Indianapolis, Indiana 46227.

- 1.) Acme will pay to The American Legion Post 1000 a net \$2,450 premium fee to secure the stated marketing and promotion sponsorship for the 2000-01 athletic season.
- 2.) Acme will be invoiced and must make payment of the net \$2,450 prior to August 10, 20__.
- 3.) Acme will receive all of the marketing and promotional opportunities indicated in the included sponsorship package from The American Legion Post 1000.
- 4.) Acme will be exclusive in the category of widgets with the Region 10 Tournament.
- 5.) Acme will have the first right of refusal to renew the sponsorship package at fair market value for the next Region 10 Tournament.

AMERICAN LEGION POST 1000

ACME CORPORATION

APPENDIX III

[trade sponsorship]

20__ Sponsorship and Promotions Package for Anna Corporation (\$4,850/Package Valued At \$9,700)

Regional Tournament Game Promotions

- **Game Sponsorship** for one session of the Regional Tournament. “The Anna Afternoon Double Header” for the afternoon session on Sunday.
- **Game Sponsorship** with logo and name recognition in all print advertising.
- **Name Recognition** on program cover.
- **Public Address Announcements** as the sponsor of the Sunday session.
- **Fifty (50) Free Tickets** to Sunday’s session.
- **Ten (10) Free Passes** to the VIP/Hospitality tent.
- **Opportunity to Distribute** free samples of products.
- **Sponsorship of the “Anna Aerial Assault Contest.”** Four contestants get an opportunity to design and construct paper airplanes. The four then get to have an accuracy and distance contest of their planes behind home plate between the third and fourth innings. The winner gets a gift certificate good for any Anna product.

The Game Sponsorship Package is valued at **\$2,000**.

Public Address Announcements

- **Six (6) Public Address Announcements** at each session of the tournament.

The PA Announcement Package is valued at **\$500**.

On-Site Signage

- **One (1) 6 X 8 Ad Sign** located directly below the scoreboard.
- **One (1) 3 X 5 Ad Panel** located at gate entrance.
- **One (1) 3 X 5 Ad Sign** in the VIP/Hospitality tent.

On-Site Signage Advertising Package is valued at **\$3,000**.

Tournament Souvenir Program

- **One (1) Full-Page Black and White Advertisement** in program to be distributed at all fifteen games.

Program Advertising Package is valued at **\$700**.

Tickets

Four (4) Tournament Season Passes for free entry to every game.

Four (4) VIP/Hospitality Tent Passes to use the hospitality tent.

Ticket Package is valued at **\$1,000**.

Tent Sponsorship

- **VIP/Hospitality Tent Sponsorship** of the entire regional tournament.
- **Public Address Announcements** identifying Anna as the sponsor of the hospitality tent.
- **In-Tent Signage.**
- **Passes to the Tent.** During one evening session, every employee is allowed access to the VIP tent.

Tent Sponsored Package is valued at **\$2,500**.

20__ American Legion Regional Tournament

SPONSORSHIP LETTER OF AGREEMENT

ANNA CORPORATION

This agreement, made this _____ day of _____, 20__ by and between The American Legion Post 1000, located at 6 Lockwood Drive, Indianapolis, Indiana 46227, and Anna Corporation, 12234 Sunset Boulevard, Indianapolis, Indiana 47890.

- 1.) Anna will provide to The American Legion Post 1000 for Regional Tournament \$4,850 worth of food (in the form of cold meat sandwiches, chips, relish plates - as discussed earlier) for the entire tournament to be placed in the hospitality tent.
- 2.) Anna will deliver the food in a timely and orderly fashion each day of the tournament, beginning Friday evening, August 18, 20__.
- 3.) Anna will receive all of the marketing and promotional opportunities indicated in the included sponsorship package from American Legion Post 1000 for the Regional Tournament.
- 4.) Anna will be the exclusive supplier of food for the VIP/Hospitality Tent.
- 5.) Anna will receive first right of refusal for renewal of a sponsorship package at fair market value for the next Regional Tournament.

AMERICAN LEGION POST 1000

ANNA CORPORATION

American Legion World Series
MAJOR CORPORATE SPONSORSHIP PACKAGE
\$10,000 Payable by January 31, ____

- Exclusive industry sponsorship.
- 8' x 8' Logo signs on outfield fence.
(Signage will be strategically placed to take advantage of television coverage of event).
- 3' x 6' Dugout face signs.
(Signage will be strategically placed to take advantage of television coverage of event).
- Major Corporate Sponsor listing on all World Series related mailings including letterhead, pamphlets, brochures, etc.
- Major Corporate Sponsor listing on all World Series related advertising media.
- Exclusive corporate sponsorship hospitality tent, including food and beverages.
- 10 box seats for Major League Baseball Hall of Fame "Old Timer's" Game.
- Complimentary foursome for World Series Golf Tournament.
- Table of eight World Series Banquet.
- Participation in World Series Opening Ceremonies.
- 10 box seats for every World Series Session.
- Public address announcement of sponsorship during every World Series Session.
- Mention of all Corporate Sponsors during all local radio and cable advertisements.
- Major Corporate Sponsors listed on cover of World Series Program Book.
- Large ad in World Series Program Book.
- Major Corporate Sponsors listed on World Series Scorecard inserts.
- Pre-game ceremony to feature personality of sponsor's choice.

Sample Corporate Sponsorship Package

This package has been used at several
National American Legion Tournaments.

American Legion World Series
CORPORATE SPONSORSHIP PACKAGE
\$5,000 Payable by January 31, ____

- 4' X 8' Logo signs on outfield fence.
(Signage will be strategically placed to take advantage of any television coverage of event)
- Corporate Sponsor listing on all World Series related advertising media.
- Exclusive corporate sponsorship of hospitality tent, including food and beverages.
- 5 box seats for Major League Baseball Hall of Fame Old Timer's Game.
- Complimentary foursome to World Series Golf Tournament.
- Table for 4 at World Series Banquet.
- Participation in World Series Opening Ceremonies.
- 4 box seats for every World Series Session.
- 20 general admission seats for every World Series Session.
- Public address announcement of sponsorship during every World Series session.
- Mention of all Corporate Sponsors during all local radio and cable advertisements.
- Large ad in World Series Scorecard inserts.
- Corporate Sponsors listed on World Series Scorecard inserts.
- Pre-game ceremony to feature personality of sponsor's choice.

Sample Corporate Sponsorship Package

This package has been used at several
National American Legion Tournaments.

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Only the National Adjutant, or his designated representative (American Legion Emblem Sales), may give authority to use the registered names, emblems, or logos of the American Legion, in accordance with trademark law and National Executive Committee resolutions.

No officer or member of a Post, County, District, Department, or other unit of The American Legion, has the authority to grant the right to manufacture, reproduce, or deal in items bearing the name, emblem, or logos of The American Legion or any colorable imitation thereof.

If you have a need for shirts, caps, pins, tacks, signs, stickers, etc. ask American Legion Emblem Sales first. Call them toll-free at 1-888-453-4466. American Legion Emblem Sales will either produce the items for you, or, as a designated representative of the National Adjutant, grant permission to have them made with an authorized manufacturer. Call American Legion Emblem Sales at: 1-888-453-4466.

