



OAKLANDON YOUTH ORGANIZATION  
[www.oyoball.org](http://www.oyoball.org)

December 2020

Dear Business Neighbor:

Unlike the previous 46 years surrounding the Oaklandon Youth Organization (OYO), the world around us is being challenged in ways we have not experienced in our lifetime. Now more than ever, we're so grateful for those who have funded, volunteered and advocated for OYO and our young ballplayers and dedicated families. As COVID-19 continues to grip the OYO family and our supportive community, we recognize these remain very challenging times for everyone professionally and personally.

While plans are altered or even paused daily with the latest guidelines and recommendations, OYO is charging full speed ahead to coordinate safe and responsible seasons for our ballplayers next spring, summer and fall.

What's more, our families' resilience and commitment are second to none. At OYO, we are often asked what differentiates our program from other leagues in the community. Quite simply, when families come to OYO, they become part of the OYO Family. Our organization enjoys tremendous support each season from businesses near and far, large and small. OYO delivers for our families and players largely because the support we receive from organizations like yours.

Since 2010, more than 300 Indianapolis-area businesses have supported OYO generating more than \$250,000. These contributions continue to help make OYO a financially sound organization with the capability to grow to meet the increasing demand in our league. Our organization is hard at work implementing a Spring Season program that will continue to provide local youngsters the opportunity to learn teamwork in a fair play environment for more than 900 players representing more than 80 teams this spring – in addition to more than 600 players across 50 teams next fall.

**We're asking for your support as a 2021 sponsor.** You can help us continue as one of the largest and most effective non-profit organizations dedicated to local youth baseball and softball in Central Indiana. To further leverage your donation, our 2021 packages will continue to offer all the same benefits as in the past while holding our rates steady for the 11th consecutive year. What's more, OYO is an all-volunteer league – just moms and dads donating time for the local children. That's why we value our local businesses that help us make an impact on so many kids' lives.

Refer to the attached Line-up Card to select the sponsorship package that best suits your business. Or visit the OYO website at [www.oyoball.org](http://www.oyoball.org) for more details on our sponsorship program. When thinking of ways to support the community – and market your business – here are some reasons to consider OYO's sponsorship program:

- Multiple sponsorship packages available to best meet your organization's resources and strategy
- All sponsorships include a banner to be displayed along the park's popular pathways
- Every sponsor will be listed on the OYO website with a link to their company's website, where applicable

To become a sponsor for the 2021 OYO Season, please complete the enclosed form and return it **before March 1, 2021**. All checks should be made payable to the Oaklandon Youth Organization. All sponsorships are non-refundable unless COVID-19 results in any season cancellations, and any sponsorship package greater than \$525 will encompass a separate contract to be signed by both parties. Please contact the OYO Ways & Means Co-chairpersons listed below for more information.

Your neighbors and especially the children and families at OYO truly value your consideration, and we greatly appreciate the generosity and support the business community has afforded The OYO Family!

Sincerely,

Brittany Anderson  
OYO President  
OYO Ways and Means Co-Chair  
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OYO Vice President, Game Day Operations  
OYO Ways and Means Co-Chair  
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# Sponsorship Line-up Card

## 2021 Spring and Fall Sponsorship Packages

All logos must be a high-resolution AI or eps file and submitted via email

Package	Fee	Details
MVP	\$2,000 to \$3,000 each	Official naming rights for entire year, field uses sponsor name in all league documents <u>one 3' x 6' color sign printed and suspended above top of backstop</u> Field 1 – \$2,000      Field 5 – \$2,000      Field 10 – \$2,000 Field 2 – \$2,500      Field 6 – \$2,500      Field 11 – \$2,000 Field 3 – \$2,000      Field 7 – \$2,000      Field 12 – \$3,000 Field 4 – \$2,000      Field 8 – \$2,000      Field 13 – \$3,000 Field 9 – \$2,000
Squeeze Play	\$2,000	OYO Weatherline naming rights for entire calendar year <b>one recorded voice message that states</b> <u>"Thank you for calling the OYO Weatherline brought to you by "COMPANY NAME"</u>
On Deck	\$1,500 all \$750 ea.	Batting cages signage for entire calendar year <b>up to three batting cages available</b> <u>one 2' x 3' color sign to be printed and suspended from each cage facing walkway(s)</u>
Manager	\$1,250 all \$600 ea.	Garage door signage at barn for entire calendar year (painted artwork, min. two years) <b>up to three garage doors available</b> <u>approx. 3' x 3' space reserved color artwork to be painted on garage door(s)</u>
Triple Play	\$1,250 all \$300 ea.	Storage shed signage around the park for entire calendar year <b>up to five storage sheds available</b> <u>18" x 36" color signs affixed to each storage shed</u>
Clubhouse	\$1,250	Walkway naming rights for entire calendar year <u>one street sign to be printed and affixed to post at each walkway juncture</u>
Cracker Jack	\$1000	East or West concession stand signage for entire calendar year <u>one 2' x 6' color sign to be printed and affixed to concession stand below window</u>
Power Play	\$750	Golf carts signage for entire calendar year <b>up to three golf carts available</b> <u>1' x 2' color signs affixed to each golf cart</u>
Double Play Spring & Fall Combo	\$500	Team sponsorship with 2' x 4' company banner on walkway fence, website listing and Spring & Fall season team plaques <u>for banner, logo and/or sign copy must be submitted before March 1</u>
Single Spring Only	\$350	Team sponsorship with 2' x 4' company banner on walkway fence, website listing and Spring season team plaque <u>for banner, logo and/or sign copy must be submitted before March 1</u>
Teamwork Fall only	\$175	Team sponsorship with 2' x 4' company banner on walkway fence, website listing and Fall season team plaque <u>for banner, logo and/or sign copy must be submitted before March 1</u>





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## Sponsorship Order Form

### 2021 Spring and Fall Sponsorship Packages

All logos must be a high-resolution .jpg or .pdf file and submitted via email to oyocommunications@gmail.com

Package	Notes	Quantity	Fee
			\$
			\$
			\$
<b>TOTAL</b>			\$

#### **Commemorative Team Sponsor Plaque**

- Yes I would like to receive a team sponsor plaque to display at my company's business.
- No (If you select no, then OYO will not invest in production costs for this item.)

#### **Banner Deadline** (please check box)

- I understand logo image and sign copy must be submitted by specified dates for display on season's Opening Day.

Sponsor Name: (please print) \_\_\_\_\_

Sponsor Website: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone# \_\_\_\_\_ E-Mail \_\_\_\_\_

Contact Name \_\_\_\_\_ Signature \_\_\_\_\_  
(Authorized Representative)

Child's name of Sponsor (if applicable) \_\_\_\_\_ Child's DOB \_\_\_\_\_

## Sponsorship Banner Details

Please write legibly. For any banner containing more than a logo, draw out preferred design in box below.

Yes	No	Banner Content - My company will...
		Submit logo to be used on sign – and I understand the file specs required. (If "no", then draw out banner below.)
		Include a phone number. Phone #: _____
		Include a website address. Website: _____
		Include an email address. Email: _____
		My company would like to review a proof of the sign before printing.

