



Lancaster/Depew Ponytails & Heat Softball Association

One Walden Pond Park | PO BOX 207 | Lancaster, NY 14086

Jeff Matthews	Steve Weydig	Mike Kraft	Laura Pyszczek
President	Vice-President	Treasurer	Secretary
716.725.2372	716.597.4058	716.807.2595	716.208.7018

Dear Friends of Softball,

My name is Jeff Matthews and I am writing on behalf of the Lancaster Depew Ponytails Softball League. I am proud to be serving as the President again this season and am looking forward to working with you.

This year marks our 43rd year providing girls between the ages of 5-19 a safe and fun environment to make friendships that last a lifetime while playing softball. During the 2022 season we will have over 400 players, which includes 20 Ponytails House teams and 12 Heat Travel and Tournament teams. In addition, our league will host three FastPitch Softball Tournaments at Walden Ponds which attract over 100 teams from Western New York and the surrounding regions.

Many of our young athletes would be missing out on the opportunity to advance their skills and develop their love for the game without the support of our community. It is through the generosity of local businesses such as yours, that make it possible for these young girls to develop skills that will help them become responsible adults and citizens.

As a nonprofit organization, all the proceeds from our sponsors go directly towards the costs associated with operating a competitive fastpitch league. With your sponsorship, you will be helping the Ponytails board of directors administer a softball program that positively impacts over 400 area youths across all age groups. Your consideration of any of the following sponsorship levels would be greatly appreciated and are tax deductible.

This season, we will have three different sponsorship categories: concessions sponsorship, field sponsorship and house team sponsorship. The details for each are as follows:

“Hit a Home-Run” Field Level Sponsorship, \$400 (4 months of advertising included)

- **ONLY 16 spots are available!!** This level of sponsorship includes a 3’x6’ color banner with your company name/logo hung on 1 of 8 diamonds, indicating your company as either the first base or third base sponsor for that specific diamond for the 2022 softball season (May - August). Only two companies will appear on each diamond.
- A “thank-you” social media post to your company will be sent out through our league, facebook page, twitter and instagram accounts.
- Your company name/logo will be included on our league website.
- **If you would like to be the ONLY sponsor for a diamond, a \$600 donation can be made and we will hang only your company logo on that specific diamond.**

“Hit a Triple” House Team Sponsorship, \$300

- Two Ponytails teams would wear your company name/ logo on their jerseys (15 per team).
- A “thank-you” social media post to your company will be sent out through our league, facebook page, twitter and instagram accounts.
- Your company name/logo will be included on our league website.

“Hit a Double” House Team Sponsorship, \$200

- One Ponytails team would wear your company name/ logo on their jerseys (15 per team).
- A “thank-you” social media post to your company will be sent out through our league, facebook page, twitter and instagram accounts.
- Your company name/logo will be included on our league website.

“Take Me to the Ballgame” Concessions Sponsorship, \$200

- Each donor in this category will have their name represented on a banner hung on the concession stand for the duration of the 2022 softball season (May - August).
- The donations from this category will specifically be used to purchase products for our concession stand that include but are not limited to: Paper Products (plates, cups, napkins, bowls, cutlery), Water Bottles, Gatorade, Assorted Pop Flavors, Assorted Snacks (chips, popcorn, candy), Hot Dogs, Burgers & Buns.
- If you are interested in making a product donation to help with our concession stand, we will gladly accept and ensure your company’s name is included in the Concession Sponsor’s Banner.
- A “thank-you” social media post to your company will be sent out through our league, facebook page, twitter and instagram accounts.
- Your company name/logo will be included on our league website.

***Sponsorship commitment is requested no later than February 1, 2022.**

*If there is a different sponsorship level, not defined above, that you are interested in giving, Lancaster/Depew Ponytails & Heat would be happy to discuss other opportunities that are more flexible and mutually beneficial.

The Lancaster Depew Ponytails & Heat Softball Association thanks you for your generosity and support of our local fastpitch softball athletes.

Sincerely,

Jeff Matthews
President
716.725.2372