



## Town of West Springfield

**Sonia Manley**  
*Director*

**Casey Nicoll**  
*Recreation Supervisor*

*Park & Recreation Department*  
26 Central Street - Suite 19  
West Springfield, MA 01089  
(413) 263-3284 | [parkandrec@tows.org](mailto:parkandrec@tows.org)



January 2024

Dear Baseball, Softball & T-Ball Sponsor,

The West Springfield Park & Recreation Department would like to thank you for your interest in becoming a sponsor for our Recreational Baseball, Softball & T-Ball Leagues!

We are hopeful you will sponsor a team for the 2024 season, which in turn, will ensure these leagues remain affordable for everyone while offering a quality experience. Sponsorship will give you exposure to thousands of people, while showing support for the local community as well as family members!

We appreciate your interest and willingness to support programs for our youth and look forward to working with you in the near future. Thank you for joining us in making West Springfield an ideal place to live, work and play.

Please contact us should you have any questions or concerns regarding sponsorship opportunities.

Recreationally,

Sonia Manley  
Director  
[smanley@tows.org](mailto:smanley@tows.org)

Casey Nicoll  
Recreation Supervisor  
[cnicoll@tows.org](mailto:cnicoll@tows.org)





**West Springfield Park & Recreation  
Department Presents...**

**Spring 2024**

## **BASEBALL, SOFTBALL & T-BALL RECREATIONAL LEAGUES**



### **About the Leagues:**

Baseball, Softball and T-Ball Leagues are some of the most anticipated springtime recreational activities in West Springfield. Resident children, as well as children from other local towns, come together to play in these semi-competitive leagues where the emphasis is on having fun!

**Location:** West Springfield Town Fields

**Target Demographic:** Children ages 4-16

**Season Dates:** Late April to late June

**Participation:** Approximately 700 players in all leagues combined

### **West Springfield Park & Recreation Digital Media:**

- **Facebook** - 4,500 followers
- **Email Notifications** - 1,400 subscribers
- **Town Website** - [www.wsparkandrec.org](http://www.wsparkandrec.org)

To become a sponsor, fill out the attached Sponsorship Application.

### **Team Sponsorship Includes:**

- Sole sponsorship of a team
- Company name/logo on front of team shirt
- Company logo and link on the West Springfield Park & Recreation website, [www.wsparkandrec.com](http://www.wsparkandrec.com)

### **BASEBALL LEAGUE SPONSORSHIPS: \$250 per team**

- Boys Kindergarten
- Boys Grade 1
- Boys Grade 2
- Boys Grades 3 & 4
- Boys Grades 5 & 6
- Boys Grades 7, 8 & 9

### **SOFTBALL LEAGUE SPONSORSHIPS: \$175 per team**

- Girls Kindergarten & Grade 1
- Girls Grades 2 & 3
- Girls Grades 4, 5 & 6
- Girls Grades 7, 8, 9 & 10



### **T-BALL LEAGUE SPONSORSHIPS: \$175 per team**

- Co-ed Preschool

Want another way to sponsor? We also offer **Softball Banner Sponsorship!** For **\$175**, this includes:

- A 6' x 3' outdoor portable banner with your company's name/logo on Old Tatham Field fence during Softball and T-Ball Games
- Sponsor recognition on the West Springfield Park & Recreation website: [www.wsparkandrec.com](http://www.wsparkandrec.com)

Questions? Email [parkandrec@towns.org](mailto:parkandrec@towns.org)



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# **BASEBALL, SOFTBALL & T-BALL SPONSORSHIP APPLICATION**

*Count on us as a sponsor!*

\_\_\_\_ **Baseball**  
\$250

\_\_\_\_ **Softball**  
\$175

\_\_\_\_ **T-Ball**  
\$175

\_\_\_\_ **Softball Banner**  
\$175

### **Contact Information:**

Company Logo Included for Use on Park & Rec Website: \_\_\_\_ Yes \_\_\_\_ No

Company Name (as you wish it to appear on Team Shirts/Banner): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip Code: \_\_\_\_

Primary Phone Number: \_\_\_\_\_ Secondary Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Child's Name (if applicable): \_\_\_\_\_ League: \_\_\_\_\_

### **Payment Information:**

Make checks payable to: "Town of West Springfield" and mail to:

**West Springfield Park & Recreation Department**  
**26 Central St. – Suite 19**  
**West Springfield, MA 01089**

\_\_\_\_ My check is enclosed for \$ \_\_\_\_\_

## ***SPONSORSHIP DEADLINE: FRIDAY, MARCH 8, 2024***

- Return signed agreement and check by sponsorship deadline for inclusion in the Spring 2024 Recreational Baseball, Softball & T-Ball Leagues
- Email high resolution (.png/.jpg) company logo/artwork to [parkandrec@tows.org](mailto:parkandrec@tows.org) for placement on Park & Recreation website
- West Springfield Park & Recreation Department will be in contact to confirm Sponsorship

Signature: \_\_\_\_\_

Date: \_\_\_\_\_