



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



October 2, 2023

Dear Basketball Sponsor,

The West Springfield Park & Recreation Department would like to thank you for your interest in becoming a sponsor for our Recreational Basketball Leagues!

We are hopeful you will sponsor a team for the 2023-2024 season, which in turn, will ensure these leagues remain affordable for everyone while offering a quality experience. Your 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

Casey Nicoll
Recreation Supervisor
cnicoll@tows.org





West Springfield Park & Recreation
Department presents...
Winter 2023
RECREATIONAL
BASKETBALL
LEAGUES



About the Leagues:

Park & Recreation Basketball Leagues are some of the most anticipated recreational winter activities in West Springfield. Resident children, as well as children from other local towns, come together to play in these instructional and semi-competitive leagues where the emphasis is on having fun!

Location: West Springfield Town
Gymnasiums

Target Demographic: Children ages
5-18

Season Dates: Late November
(Competitive Leagues)/Mid January
(Instructional Leagues) to mid March

Participation: Approximately 700
players in all leagues combined

West Springfield Park & Recreation
Digital Media:

- **Facebook** - 4,500 followers
- **Twitter** - 500 followers
- **Email Notifications** - 1,400
subscribers
- **Town Website** -
www.wsparkandrec.com

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

Questions? Email parkandrec@tows.org

BOYS BASKETBALL LEAGUES: \$200 per team

- Boys Kindergarten
- Boys Grades 1 & 2
- Boys Grades 3 & 4
- Boys Grades 5 & 6
- Boys Grades 7, 8 & 9
- Boys Grades 10, 11 & 12



Team Sponsorship Includes:

- Sole sponsorship of a team
- Company name on front of team shirt
- Company logo and link on the West Springfield Park & Recreation website, www.wsparkandrec.com

GIRLS BASKETBALL LEAGUES: \$200 per team

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





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RECREATIONAL BASKETBALL SPONSORSHIP APPLICATION

Count on us as a sponsor!

____ **Boys Team**
\$200

____ **Girls Team**
\$200

Contact Information:

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

Company Name (as you wish it to appear on Team Shirts): _____

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, OCTOBER 27, 2023

- Return signed agreement and check by sponsorship deadline for inclusion in the Winter 2023 Recreational Basketball Leagues
- Email high resolution (.png/.jpg) company logo/artwork to parkandrec@tows.org for placement on Park & Recreation website
- West Springfield Park & Recreation Department will be in contact to confirm Sponsorship

Signature: _____

Date: _____