

Dear Community Partner,

We are proud to introduce the **Softball Association of Sylvan Lake (SASL)** - a new sports organization dedicated to providing our youth ladies ages 5–18 with a positive, developmental, and fun softball experience.

From our Seedlings Program to our U19 team, we are projecting 12-14 teams this year. Our Sylvan Lake Surge teams are excited to get started. We will also be offering a youth mentorship program that will allow our older athletes to give back to the community and work with our younger teams.

As we launch SASL, we are seeking support from valued local businesses to help lay a strong foundation for our athletes and programs. Your sponsorship would directly assist with essential startup expenses, including **equipment, uniforms, facility rentals, and other operational costs** that ensure safe and accessible opportunities for our young athletes.

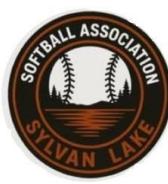
Your contribution would make a meaningful im

We would be grateful for the opportunity to act on both our athletes and the broader Sylvan Lake community. By supporting SASL, you are helping create a welcoming environment where local youth can build skills, confidence, teamwork, and lifelong memories. discuss sponsorship options with you and explore how we can partner to support our athletes and promote your business within the community.

Thank you for considering this opportunity to be part of SASL's inaugural season. I look forward to connecting with you.

From all of us,

Softball Association of Sylvan Lake (SASL)



Softball Association of Sylvan Lake (SASL)

2025 Sponsorship Package

About Us

The Softball Association of Sylvan Lake (SASL) is a new youth sports organization dedicated to providing athletes ages 5 - 18 with high-quality training, competitive opportunities, and a positive environment that promotes teamwork, leadership, and community pride.

As we launch our inaugural season, community partnerships are essential to helping us cover startup costs, equipment, uniforms, facility rentals, and ongoing program needs.

Your support directly impacts local youth and helps establish a long-lasting softball program in Sylvan Lake.

Sponsorship Opportunities

We offer flexible sponsorship levels so every business, organization, or individual interested can contribute at a level that works for them:

1. Grand Slam Sponsor- Founding Sponsors - \$3,500+

- Logo placement on all team jersey sleeves (3 yr jersey min)
 - High visibility at every game, tournament, and public appearance.
- Designation as an Official Founding Sponsor
 - Featured on our website, social media, and all association-wide communications
- Premium signage displayed prominently at home games, tournaments, and community events
- Full acknowledgment and highlight announcements during hosted tournament Opening Ceremonies
- First right of renewal for sleeve sponsorship for the next season's jerseys
- Custom recognition plaque to display at your location



2. Platinum Home Run Sponsor –Team Sponsors - \$2,000

- Exclusive single team “Presented By” rights:
- “2026 Season Presented by [Your Name]”
- Back logo on one team jerseys as well as additional apparel
- First right of renewal opportunity to sponsor the following season
- Prominent signage on same team sponsor banner at all games & tournaments
- Dedicated social media features- Weekly

3. Golden Triple Play Sponsor- \$1,000+

- Prominent signage on a variety of sponsor banners at games
- Featured sponsor spotlight & thanks on social media- Weekly

5. Silver Double Play Sponsor - \$750+

- Medium logo on sponsor banner at diamonds
- Social media spotlight- Biweekly

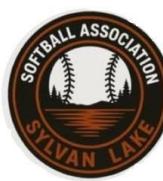
6. Bronze Line Drive Sponsor- \$500+

- Logo listed on Team sponsor banners
- Shared social media mention of thanks- Biweekly

7. MVP- In Kind — \$250+

- Periodic social media mention of thanks

We also welcome in-kind donations such as equipment, printing services, facility support, or items for fundraising events. Sponsors providing in-kind contributions will be recognized at the tier closest in value to their donation.



Sponsorship Commitment Form – 2026 Season

Business / Sponsor Information

Business Name: _____

Contact Person: _____

Title/Role: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

Sponsorship Selection

Please select your preferred sponsorship level:

- Grand Slam Sponsor – \$3,500+**
- Home Run Sponsor – \$2,000**
- Triple Play Sponsor – \$1,000**
- Double Play Sponsor – \$750**
- Line Drive Sponsor – \$500**
- MVP Sponsor – \$250**
- In-Kind Sponsorship (estimated value): \$ _____**

Payment Information

- Cheque Enclosed**

Payable to: **Softball Association of Sylvan Lake**

- E-Transfer**

Send to: treasurer@softballsylvanlake.com

Security Question/Answer (if required): _____



Agreement

By signing below, the sponsor agrees to provide the selected sponsorship amount or in-kind contribution to the Softball Association of Sylvan Lake (SASL) and authorizes SASL to recognize their business according to the chosen sponsorship level.

Authorized Sponsor Signature: _____

Date: _____

SASL Representative (optional): _____

Date: _____

Thank You!

Thank you for supporting youth softball in Sylvan Lake. Your contribution helps us provide affordable, high-quality athletic opportunities for local athletes ages 5–19.

For questions or additional information, please contact:

Erin Arbeau

Fundraising/ Grants Coordinator
Softball Association of Sylvan Lake (SASL)
fundraisingdirector@softballsylvanlake.com