

PARK RIDGE ATHLETIC ASSOCIATION (PRAA)

January 2010

Dear Friend of the PRAA:

The Park Ridge Athletic Association (PRAA) is getting ready for the baseball and softball spring season. We need your help to maintain our spring programs. Thanks to our sponsors we are continuing the wonderful sports programs many Park Ridge children enjoy. Parents provide their time, the schools their facilities, and the Borough maintains the fields. Sponsors like you provide funding for maintaining programs and equipment. Our success would not be possible without your support. And your advertising dollars will bring in additional business, traffic, good will, and name recognition for your business all year long!

Below is a description of each level of sponsorship. We encourage you to visit our website, www.parkridgeathletics.com, to determine which method of sponsorship is right for you and your business needs. We have also attached an order form for your convenience.

1. **Team Sponsorship:**

- A field banner designed specifically for your company will be hung at one of the fields from April-July.
- Your company's name will be imprinted on the back of the uniforms of a designated team.
- Your company name and link to your website will be listed under the sponsor tab on the PRAA website.
- A plaque with "your" team's photo and your company's name will be delivered to you after the season is completed.
- Your company's contact information will be listed on the front page of the Spring Sports Directory.

2. **Spring Sports Directory Ad:**

This option gives your business advertising space (full, half or quarter page) in our Spring Sports Directory. Our directory lists all teams and an alphabetical listing of all players and their respective phone numbers. It is a resource used by many in the community, has a long shelf life, and is a great way to advertise and support the PRAA.

3. **Banner Ad:**

This option gives your business advertising space our website. This equates to more exposure for your business! If you sign up for a banner ad a PRAA representative will be in contact with you to discuss any artwork/web specifications. Banner ad space is limited and will be available on a first come first served basis.

4. **Website Ad:**

This is similar to the Spring Sports Directory ad space except instead of advertising in the directory, your company's logo, link to your website and any other information you would like to include will be placed under the sponsor tab found on the home page of our website.

5. **Personal Ad:**

Up to 5 lines of text wishing your child/children good luck in the Spring Sports Directory!

If you have any questions regarding the options listed above please contact a PRAA representative listed below. Your timely response is appreciated. **The deadline for sponsorship is February 26, 2010. The deadline for advertising is March 15, 2010.** Thank you for supporting the PRAA's sports programs. Your financial support helps ensure a level playing field for all.

Thank you for your support,

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