



MERILLON ATHLETIC ASSOCIATION

PO Box 2144, Hillside
New Hyde Park, NY 11040
www.merillonaa.org

Dear Future Merillon Sponsor,

On behalf of the Merillon Athletic Association Board of Directors we thank you for taking an interest in becoming a sponsor and we invite you to participate in our 2017 Merillon Athletic Association Sponsorship program. Our mission is to provide a fun, high-quality baseball/softball experience for children at all levels, and to instill in our players a love of the sport of baseball/softball in a team setting.

The Merillon Athletic Association has been providing baseball/softball programs to over 20,000 boys and girls in our community for over 63 years. It is only through the dedication of our volunteers and the generosity of our sponsors that we have been able to keep this wonderful tradition alive in New Hyde Park for so long. We thank you for your past support and ask that you contribute again this year by pledging to be a Merillon Athletic Association sponsor. If you have not been a sponsor before, we invite you to join us. Your support will be greatly appreciated and will bring you great satisfaction.

In choosing to support our baseball/softball program, you will help young athletes achieve their personal goals, further develop as contributing members of society, and become well-rounded individuals. In addition, your sponsorship will help promote a healthy lifestyle through participation in "Americas Pastime". Furthermore, you will help us fund a few important initiatives this season:

- Updated field equipment
- Repairs/renovations to our fields/facility
- Practice gear such as balls, helmets, bats, bags and uniforms
- Access to additional field time due to our expanding program
- Reducing the costs of registration for our families
- CPR and AED training for our coaches, as well as first aid kits for each of our teams

Enclosed please find our sponsorship application which details three levels of sponsorship. If you have not done so in the past, we encourage you to try our "Grand Slam" Sponsorship. This is an inexpensive way to show your support for Merillon Baseball and advertise your company/organization at the same time. In return for your \$1,000 contribution, you will be listed as sponsor of multiple teams in the league and will receive benefits providing visibility and recognition within our community for your company/organization. We also offer "Base Hit" and "Home Run" sponsorships which offer similar attributes for smaller contributions. Please refer to the enclosed sheet for details.

Kindly complete the sponsorship form enclosed and return with your check, made payable to **Merillon Athletic Association, to Chris Cotter, PO Box 2144, Hillside, New Hyde Park, New York 11040**. If you have any questions or require any additional information, please contact Chris at Ccotter@merillonaa.org. We thank you for your support of the Merillon Athletic Association.

Yours truly,

Thomas Murphy- Chairman
Chris Cotter- Sponsor Director



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To: Chris Cotter, Merillon Sponsorship Director

From: Company/Organization Name: _____

Contact Person: _____ Phone _____

Email Address: _____

SELECT SPONSORSHIP LEVEL:

****GRAND SLAM ****

- A. A 2' x 4' sign with your company/organization name proudly displayed at Merillon Field for the entire, spring, summer and fall seasons beginning in April 2017
- B. A direct link to your website from the Merillon Athletic Association website (www.merillonaa.org)
- C. Your teams will carry a banner with your company/organization name on it during the annual parade and on picture day.
- D. Regular listing of your company name in our new *Merillon AA Electronic Yearbook* which will contain Team updates, photos, and mention of your sponsorship as the season progresses. You can follow your teams' results and see the name of your company/organization listed as their sponsor.
- E. A Merillon Athletic Association sponsor plaque with your teams' pictures.

Check made to Merillon Athletic Association enclosed for: \$1000 _____

****HOME RUN*****

- A. A direct link to your website from the Merillon Athletic Association website (www.merillonaa.org)
- B. Your teams will carry a banner with your company/organization name on it during the annual parade and on picture day.
- C. A Merillon Athletic Association plaque with your teams' pictures.
- D. Regular listing of your company name in our new *Merillon AA Electronic Yearbook* which will contain Team updates, photos, and mention of your sponsorship as the season progresses. You can follow your teams' results and see the name of your company/organization listed as their sponsor.

Check made to Merillon Athletic Association enclosed for: \$500 _____

****BASE HIT*****

- A. Your teams will carry a banner with your company/organization name on it during the annual parade and on picture day.
- B. A Merillon Athletic Association sponsor banner and plaque with your teams' pictures.
- C. Your company will be listed on our sponsor list and posted on our website.

Check made to Merillon Athletic Association enclosed for: \$350 _____