

Upper Allen Baseball Association

Enriching the lives of children through America's pastime - Baseball!

<http://www.upperallenbaseball.org>



UABA SPONSORSHIP OPTIONS - 2018 SEASON

Happy New Year from the Upper Allen Baseball Association (UABA)!

It's that time of year when we begin to solicit sponsors for the Spring and Fall baseball season. We are excited to announce that the Mechanicsburg Little League Association (MLLA) will be integrating into the UABA starting this Spring. Approximately 150 players will be added to the UABA rosters. One, out of many positive outcomes of the integration, is that, now, all Mechanicsburg School District baseball players will be playing together under one organization. This places even more importance in getting a record number of team sponsors and banner sponsors by March 1, 2018. Hopefully, one of the sponsorship options listed below will fit your budget and expectations.

Sponsoring a team is certainly an excellent way for you to advertise your business. However, UABA recognizes and appreciates the fact that the real reason you are engaging in this opportunity is to give something back to the kids and the community. For that, the UABA board members, parents and players say **Thank you!!**

Grand Slam Option: Cost: \$800 *Maximum Advertising Option*

Package Includes:

Jersey Sponsorship ----- \$450.00

Banner Sponsorship (Vinyl sign hung on outfield fences for 2 years) ----- \$400.00

Team Sponsorship Cost: \$450

Package Includes:

Jersey Sponsorship -----\$450.00

Advertising Banner: Cost: \$400

Package Includes:

A large vinyl sign that will hang on the outfield fences at the ballfields that includes your logo, tagline and/or slogan. (sign will hang for 2 full Spring and Fall seasons).

UABA will do everything to accommodate a sponsor's request for a specific team or age group. However, those **requests will be granted to the sponsor that completes the registration process first.** UABA will work with a sponsor who was unable to receive their first choice.

QUESTIONS: Please contact our **VP for Finance, Ken Mark** at 72kmark@gmail.com or 717.303.8218.

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January, 2018

BANNERS: LOGO ARTWORK GUIDELINES

The UABA appreciates local business support of our baseball league. The outfield banners are a very nice addition to the various fields at Community Park and Mechanicsburg fields. Banner purchases, at the \$400.00 rate, include placement for two consecutive Spring and Fall baseball seasons. A real deal!

Over the years we have found there is confusion regarding the type of artwork needed to produce a nice banner. This confusion seems to center around Vector Art graphics files and Raster Art files.

Vector art is created using vector illustration software programs, such as Adobe Illustrator, Freehand, and Corel Draw. However, most Vector art is usually created in Adobe Illustrator, and is commonly saved as a particular file type ending in: **.ai**

Vector art can be saved in other file formats (such as .eps, .svg, or .pdf). **BUT**, it is important to remember that just because a file is saved in one of these formats, does not mean that it is truly vector art. **Only art originally created in a vector editing program, such as Adobe Illustrator, is true vector art.**

Raster art: Raster Art is saved in more familiar graphic file types like .jpeg, .png, .bmp, .gif, .psd, .tif. These files *are not* vector art and we are not able to use these files to create your banner. However, if you used a professional designer to create your art, they may have your artwork saved as vector art. Many designers do not provide their clients with vector art, as they assume that the client will not be able to open the file. So, if you had a professional logo designed for you, but all you have is a JPEG, or some other file type of Raster Art, contact your artist, and ask them for vector art.

Note: We encourage you to use your own graphic designer to help with any logo or text redevelopment.

UABA will maintain and store your banner after the first season. Once the second season has been completed, you will be contacted for future renewal options.

Please check the appropriate line on the sponsorship form and save your art work to a flash drive. Then, contact Ken Mark, VP for Finance, at 72kmark@gmail.com or call at 717-303-8218. He will pick up the sponsorship form, the flash drive and hopefully, your check. Or, you may send the form to:

Ken Mark
304 Berkshire Rd
Mechanicsburg, PA 17055

UABA THANKS YOU!

PLEASE READ BELOW

OPENING DAY CELEBRATION POSSIBILITIES FOR ALL SPONSORS

We also have a great sponsorship opportunity for our popular opening day celebration at Fisher Park. Opening Day is a great community event which provides an opportunity to gain visibility for your business to members of the community. Your business can donate prizes to raffle off to the players or set up its own booth for games or giveaways. Please contact Tina Rensel at terensel@icloud.com for more information or to make your pledge.

SCROLL DOWN TO FILL OUT THE FORM

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CHOOSE AS MANY SPONSORSHIP OPTIONS AS YOU WANT!

- Grand Slam Option:** \$850
 Team Sponsorship: \$450
 Advertising Banner: \$400

Note – If you selected one of the 1st TWO options, please fill in the following section:

Would you like your sponsorship to be applied to a specific team/player? Yes No

If you checked 'Yes', please complete the following information:

Player's Name or Coach's Name: _____

Player's 2018 Playing Level: [check one]

- | | |
|--|--|
| <input type="checkbox"/> Jr. Pony [5 & 6 year olds] | <input type="checkbox"/> Pre-Teener-13 |
| <input type="checkbox"/> Sr. Pony [7 & 8 year olds] | <input type="checkbox"/> Teener-14-17 |
| <input type="checkbox"/> Minors [8 to 10 year olds] | |
| <input type="checkbox"/> Majors [10 to 12 year olds] | |

PLEASE READ AND INITIAL IF YOU AGREE TO THE FOLLOWING STATEMENT:

_____ I understand that my request to sponsor a specific team will be determined by when my sponsorship is received (first come, first served basis). If my special request cannot be accommodated, I would still like to sponsor a team for the UABA 2018 season and my sponsorship may be allocated to any UABA team.

Send completed form by US mail or EMAIL to:

Ken Mark, UABA Vice President for Finance 304
Berkshire Rd
Mechanicsburg, PA 17055
C - 717.303.8218
72kmark@gmail.com

PLEASE RETURN by MARCH 1st, 2018

