



Dear Friends,

The Bartlett Baseball and Softball Association Challenger Division (ages 4-18) playing under the Bartlett Little League charter was started over 20 years ago in 1994 for mentally and physically challenged youth, helping them to enjoy the full benefit of Little League participation in an athletic environment structured to their abilities. In 2015 Bartlett started a Senior Division (ages 15 and up) More than the skills of baseball learned through the experience, the value of the Bartlett Little League Challenger Division is found in the proven therapeutic and socialization benefits of participating in sports, the strengthening of participants' self-esteem, the opportunities to mainstream into other divisions of play, and the disciplines of teamwork, sportsmanship and fair play, which are hallmarks of the Little League program. The Challenger Division play is mainstreamed into Bartlett Little League using the same equipment on the same fields as the rest of the league. Challenger Division participants have the opportunity to experience the joys of pulling together as a team, being cheered, and earning awards for their achievements. Challenger works on a buddy support system, teaming players with other kids within the community, forming an incredible bond. The buddy plays side by side with the Challenger player, assisting him or her throughout the game if required.

The Challenger Division, being part of Bartlett Baseball and Softball Association is a non-for-profit 501c3 organization that has to be subsidized by the Association to keep the program funded that is not covered from a modest registration fee our parents/players. Any donations or sponsorships funds received will be earmarked for the Challenger Division that will help keep our registration fees low for our special needs families and help the ones in distress, field maintenance, equipment required, trophies for all the participants, after game snack of hotdogs/drink/chips, end of the year party, additional special games/events we may be invited too among other things.

The Bartlett Little League **Challengers program is open to any child of special needs regardless of town boundaries.** We currently serve 20 different communities with children and young adults from Bartlett, Carol Stream, Elgin, Elk Grove Village, Hanover Park, Huntley, Lombard, Naperville, Roselle, Schaumburg, South Elgin, Wayne, and Winfield to name a few. Bartlett Little League will never turn away a special needs child from playing and we are currently serving 19 different communities.

Our 2016 registration fee is \$90 per player, the approximate cost to run Challengers and Senior divisions is \$235 per player.

- Our normal expenses each year for each Division consist of the following but not limited to:
  - Player for high end baseball uniforms. (120 players in 2015)
  - Safety baseballs for complete season.
  - A after game snack (hotdog, chip, drink) for Challenger player and Buddy Support Player)
  - Overall league expenses (Concession, field maintenance, etc).
  - Annual District 13 Jamboree tournament.

The Challenger Divisions asks that you consider this invitation for any donation that you feel comfortable with to help our division for 2016 season. We also has full sponsorships available as well. We continue to be grateful for those that have continued to give already and the past, and appreciate the generosity you have shown.

If you would like me to schedule a meeting with you to explain the program in detail I would be happy to a schedule vacation day to do so.

We have Challenger and traditional sponsorships (based on the above information) however we will be so gracious for any donation:



#### 1) Traditional sponsorships

- a. Make a **donation by check payable to Bartlett BSA or Bartlett Little League** (put Challengers in Memo line), and we will include the name and level of your sponsorship (if you so choose) through various league outlets such as our Website, email blasts to League families about upcoming events, and signage/announcements at games and other events. Additional information about what type of promotion each level of sponsorship will provide you is listed on the back of this letter.
- b. Make a **donation of "goods-in-kind"**, and we will honor the above based on the value of the donations. The league is looking to have prizes other than just cash to distribute to its raffle winners this year, and would love to provide your goods or services to the supporters of our league, plus recognize your business for its generosity!

#### Traditional Sponsorship Levels (additional promotion available at the next level is in *italics*)

##### 1) For \$100, we will:

- a. Include the name/logo of your business on our **website** under the Sponsors section listed as a "**Singles**" level donor: <http://www.bartlettbsa.com/site/ClientSite/sponsors> and <http://www.blchallengers.org/supporters/challengers-division>

##### 2) For \$250, we will:

- a. Include the name/logo of your business on our **website** under the Sponsors section listed as a "**Doubles**" level donor: <http://www.bartlettbsa.com/site/ClientSite/sponsors> and <http://www.blchallengers.org/supporters/challengers-division>
- b. Display a ***banner/sign at your expense at the field***, Koehler field (Challengers home field).
- c. Display your ***banner/sign in the Opening Day parade/festivities***

##### 3) For \$500, we will:

- a. Include the name/logo of your business on our **website** under the Sponsors section listed as a "**Triples**" level donor: <http://www.bartlettbsa.com/site/ClientSite/sponsors> and <http://www.blchallengers.org/supporters/challengers-division>
- b. Display a ***banner/sign at your expense at the field***, Koehler Field. (Challengers home field).
- c. Allow you to ***march and carry your banner/sign in the Opening Day parade, and announce your name at the Opening Day parade/festivities***
- d. Provide you with a ***plaque*** that you can proudly display at your place of business
- e. ***Waive/refund registration fees*** for one of your children or a "sponsor player" of your choice this season

##### 4) For \$1000, we will:

- a. Include the name/logo of your business on our **website** under the Sponsors section listed as a "**Home Run**" level donor: <http://www.bartlettbsa.com/site/ClientSite/sponsors> and <http://www.blchallengers.org/supporters/challengers-division>
- b. Display a ***banner/sign at our expense at the field***, Kohler Field (Challengers home field).
- c. Allow you to ***march and carry your banner/sign in the Opening Day parade, and announce your name at the Opening Day parade/festivities***
- d. Provide you with a ***plaque*** that you can proudly display at your places of business (***one plaque for each location within the community***)
- e. ***Waive/refund registration fees*** for one of your children or a "sponsor player" of your choice this season
- f. Invite to our Challenger end of the year party.



5) For \$1500, we will:

- a. Include the name/logo of your business on our **website** under the Sponsors section listed as a **“Grand Slam”** level donor: <http://www.bartlettbsa.com/site/ClientSite/sponsors> and <http://www.blchallengers.org/supporters/challengers-division>
- b. Display a **banner/sign at our expense at the field**, Kohler Field (Challengers home field).
- c. Allow you to **march and carry your banner/sign in the Opening Day parade, and announce your name at the Opening Day parade/festivities**
- d. Provide you with a **plaque** that you can proudly display at your places of business (**one plaque for each location within the community**)
- e. **Waive/refund registration fees** for one of your children or a “sponsor player” of your choice this season
- f. Invite to our Challenger end of the year party

6) For \$2500, we will:

- a. Include the name/logo of your business on our **website** under the Sponsors section listed as a **“MVP”** level donor: <http://www.bartlettbsa.com/site/ClientSite/sponsors> and <http://www.blchallengers.org/supporters/challengers-division>
- b. Display a **banner/sign at our expense at the field**, Koehler Field (Challengers home field).
- c. Allow you to **march and carry your banner/sign in the Opening Day parade, and allow you to speak at the Opening Day parade/festivities**
- d. Provide you with a **plaque** that you can proudly display at your places of business (**one plaque for each location within the community**)
- e. **Waive/refund registration fees** for one of your children or a “sponsor player” of your choice this season
- f. Invite to our Challenger end of the year party

**Would you like to donate or sponsor this year?** If so, please complete the enclosed this application and mail it to Bartlett Little League, P.O. Box 8034, Bartlett, Illinois 60103. IRS documents are available upon request.

Warm Regards,

Paul J. Williams  
Board of Directors – Bartlett Baseball and Softball Association  
VP-Challenger Divisions  
“Celebrating over 20 years of Challenger Baseball”  
[www.blchallengers.org](http://www.blchallengers.org)



## 2016 SPONSOR APPLICATION

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Contact Person: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Web Site: \_\_\_\_\_

What type of goods or services does your business provide?

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What type of sponsorship would you like to provide in 2015?

*(Traditional - Check Desired Level)*

*(Check Donation Type)*

- "Singles" - a \$100 sponsorship
- "Doubles" - a \$250 sponsorship
- "Triples" - a \$500 sponsorship
- "Home Run" - a \$1000 sponsorship
- "Grand Slam" - a \$1500 sponsorship
- "MVP" - a \$2500 sponsorship
- Other \_\_\_\_\_

- Cash
- Goods-in-Kind

I would like to speak with someone regarding the above or other potential sponsorship opportunities before committing.  
(NOTE: Bartlett will accept both cash and goods-in-kind from sponsors)

For Triples, and Home Run Sponsors:

I would like to sponsor \_\_\_\_\_  
(Team name/division and/or player's name/age)



Please mail this sponsorship application, along with your sponsor check to: (Note for banners supplied by BBSA please submit your check by April 1<sup>st</sup> so it will be ready for opening day).

Bartlett Little League  
(c/o Earmark "Challenger Division")  
P.O. Box 8034  
Bartlett, IL 60103

If you have any questions or would like to discuss your sponsorship options/ideas, please email or call Jerry Mitchell, Bartlett Baseball and Sports Association, Sponsorships and Fundraising Chair, at [marketing@bartlettbsa.com](mailto:marketing@bartlettbsa.com)

For more information about Challenger Division or sponsorship of the division please contact Paul Williams VP-Challengers at [blchallengers@gmail.com](mailto:blchallengers@gmail.com) or (630) 233-4955.

We appreciate your generosity and support of our league, and look forward to working with you this season and in the future!

Our sponsors help make Bartlett baseball possible and their generosity is greatly appreciated! Please patronize these sponsors of Bartlett, Bartlett children and baseball! More information on our sponsors can be found by clicking the sponsor tab at [www.bartlettbsa.com](http://www.bartlettbsa.com) . and [www.blchallengers.org](http://www.blchallengers.org)