



Christian Athletic League

a state and federal non-profit organization - Tax ID 33-0939080

3380 La Sierra Ave, Ste 104-673, Riverside, CA 92503

www.cal-baseball.org

Spring 2018 Baseball Season

Dear League Supporter,

CAL Baseball is a local youth baseball organization that serves approximately 200 boys and girls, between the ages of 4 and 13 years old, in the greater Riverside area. We provide an opportunity for these children to learn the game of baseball, along with good sportsmanship and the importance of teamwork and fair play. We are an all-volunteer, non-profit organization dutifully donating our time and effort for the development of character and sportsmanship in the youth of our community. We serve all ethnic, religious, and social backgrounds. Every child plays in every game.

Our League has a long-standing partnership with the Positive Coaching Alliance (PCA), which is a nationally renowned, non-profit organization that helps organizations like ours ensure a positive sports experience for our kids. Through our partnership, the CAL Baseball's leadership, coaches, and parents learn to promote **Honoring the Game**, and learn to apply the elements of **ROOTS—Respect for: Rules, Opponents, Officials, Teammates, and Self**. We are very excited about this partnership and the impact it continues to have on the CAL Baseball Family.

Each child in our league is responsible for raising a minimum of \$90 in fundraising to help offset the total cost of running a baseball league and keep registration fees affordable. League expenses include uniforms and trophies for every player, umpires, insurance, field maintenance, and promoting the PCA culture. We are a federal and state non-profit public benefit corporation, so all donations may be tax deductible.

To show our appreciation for your sponsorship, we will provide advertising opportunities as follow:

| <u>Level</u> | <u>Donation Amount</u> | <u>Benefit</u> |
|---------------------|-------------------------------|---|
| Level 1 | \$20, \$30, or \$60 | (\$20) Business Card Ad , (\$30) 1/4 Page Ad , (\$60) 1/2 Page Ad in our League Yearbook |
| Level 2 | \$100 to \$149 | Full Page Ad in our League Yearbook and a copy of the Yearbook |
| Level 3 | \$150 to \$299 | Level 2 Benefit plus Appreciation Plaque from the League |
| Level 4 | \$300 and up | Level 3 Benefit plus Advertising Banner hung on the field fence line |

All yearbook ad artwork should be submitted in high resolution JPEG format.

Note: ads will be printed black and white.

CAL does not create ads and is not responsible for the quality of the original ad submitted or for late submissions.

Maximum banner size is 3' x 5'

Banner may be provided by sponsor or by CAL if graphics are provided.

Thank you for your consideration. If you have any questions in regards to sponsorships, please contact our Yearbook Coordinator Kenny Callahan at 951-788-0521 or yearbooks@cal-baseball.org or our League President Ed Tidwell at 951-743-4814 or president@cal-baseball.org. **We are requesting payment and ads by March 3, 2018, but ALL ad artwork must be received by April 7, 2018 to be included in our League Yearbook.** Please include the player's name with your payment to ensure he or she receives credit toward their fundraising requirement.

Sincerely,

CAL Baseball Board of Directors

Christian Athletic League
2018 Sponsor Advertisement / Memory Space Rate Sheet
*All payments are due by **March 3, 2018**. All ad artwork must be received no later than April 7, 2018.*

Eighth (1/8) Page Ad
(Business Card or
up to 2.25"high x 3.75" wide)
\$20.00 Each

Quarter (1/4) Page Ad
(up to 4.5" high x 3.75" wide)
\$30.00 Each

Celebrate your favorite CAL player/team with a memory space or
promote your business with an ad in the
2018 CAL Baseball League Yearbook
which will be viewed by families and friends of the Christian Athletic League.

Contributions are tax deductible (Tax ID #33-0939080)
Credit Cards are accepted if paid in person (fee applies).

Each player is responsible for a minimum total of \$90.00 in fundraising.
Reserve your space in the yearbook today!

Send **Camera Ready Printed Ad or Digital Copy of Ad** with Payment to:
Christian Athletic League
Attention: Yearbook
3380 La Sierra Ave, Ste 104-673, Riverside, CA 92503
or email: yearbooks@cal-baseball.org

Player's name **MUST** be included with payment so he/she receives credit.
All ads must fit in the box shown on this page based on size purchased.

Half (1/2) Page Space
(up to 4.5" high x 7.5" wide)
\$60.00 Each

Other Advertising Options:

- ⇒ **Single Line Shout Out or Ad** (up to 50 characters per line): \$10.00 per Line ←
- ⇒ **Full Page Space** (up to 9.0" high x 7.5" wide): \$100.00 Each ←
- ⇒ **Sponsor Plaque + Full Page Space** (up to 9.0" high x 7.5" wide): \$150.00 to \$299.00 ←
- ⇒ **Sponsor Field Banner + Plaque + Full Page Space** (up to 9.0" high x 7.5" wide): \$300.00+ ←