Sponsorship Policy for Hometown Little League®

Purpose

The purpose of this document is to define the HOMETOWN Little League policy for sponsorships. This policy will delineate the rights and responsibilities of both the League and the Sponsor. The local Little League program, in this case the HOMETOWN Little League has the ability to define sponsorship standards as per the Little League International Operating Manual (see section titled “Sponsors and Donors”).

Audience

The direct audience of this policy is both the Little League Board members and sponsors, although all Little League volunteers, parents, players and the general public are welcome to view this policy.

Policy Maintenance

This policy must be reviewed and approved by the Board of Directors within the first 60 days of each new season (as defined by the HOMETOWN Little League Constitution and By-Laws). This will ensure the policy is kept up to date with sponsorship standards at the Little League International as well as local level.

The Policy

The HOMETOWN Little League Sponsorship Policy consists of Little League International standards and HOMETOWN Little League standards. If at any time there is a conflict between these two sets of standards, the Little League International standards prevail.

Little League International Standards

The Little League International standards are the standards included in the current Little League International Operating Manual.

HOMETOWN Little League Standards

- Each and every sponsor must completely understand that a sponsorship is not an endorsement of the person, business or any products or services provided by the said business by the HOMETOWN Little League
- Sponsors must get prior approval of any use of the League’s names, trademarks, emblems, etc., as indicated in the following guidelines.
    - Little League International shall have the sole and exclusive right to use and to allow or refuse to others the use of the terms "Little League," "Little Leaguer," and the Official Little League Emblem or any colorable simulation thereof.
    - Sponsors may not use the marks or words "Little League," "Little Leaguer," "Little League Baseball," "LLB", "LL", "Senior League Little League," "Big League Little League," "Challenger Division” without including the local league’s name “El Dorado Hills Little League”. The only exception is in the case of a local affiliate of a national sponsor.
    - Sponsors cannot use the words "Little League," "Little Leaguer," "Little League Baseball," "Senior League Little League," "Big League Little League," "Challenger Division," and/or the Official Emblem in conjunction with any product or service.

- Sponsors cannot use the words "Little League," "Little Leaguer," "Little League Baseball," "Senior League Little League," "Big League Little League," "Challenger Division," and/or the Official Emblem in conjunction with any other activity or program, or as a part of a composite name covering related programs. These said names or the Official Emblem may not, for example, appear on stationery, bulletins, press releases of other sports organizations, commercial enterprises or services.
- Sponsors must not use the Little League name and Official Emblem separately or in conjunction with the name of any other program or activity for the purpose of soliciting funds to be used for other than Little League activities.
- Any use of the marks or words "Little League," "Little Leaguer," "Little League Baseball," "LLB", "LL", "Senior League Little League," "Big League Little League," "Challenger Division," and/or the Official Emblem on the Internet requires written authorization from Little League International Headquarters annually.
- Complete information on the use of Little League Marks can be found in the current version of the Operating Manual. The Little League International standards are hereby included by reference. See section “Use of Little League Marks” in the Operating Manual.
- Exploitation of the Little League program, a league, a team or individual player for the benefit, financially or otherwise to a sponsor is strictly prohibited.
- Sponsorships can be revoked at any time without refund for violating this policy.
- This policy does not limit the League’s (either HOMETOWN Little League or Little League International) legal recourse available due to copyright or trademark infringement for misuse of Little League International property.

Sponsorship Levels

Click Here and Insert Dates Sponsorship Levels

$	– Hall of Fame	• Full page ad in Roster Program • “Opening Day” Sponsor Recognition • Website Main Page ad • Exclusive Company Banner • HOMETOWN LL Windshirt and Hat • Sponsor Plaque • Newspaper Recognition
$	– MVP	• Half page ad in Roster Program • Website Main Page ad • Exclusive Company Banner • HOMETOWNLL Windshirt and Hat • Sponsor Plaque • Newspaper Recognition

$	– All-Star	• Business Card ad in Roster Program • Website Sponsor-link • Field Banner (with other All-Star Sponsors) • HOMETOWNLL Hat • Sponsor Plaque • Newspaper Recognition
$	– Golden Glove	• Listed in Roster Program • Listing on the web site • Field Banner (with other Gold Glove Sponsors) • Newspaper Recognition

HOMETOWN Little League Sponsor Registration Form

Sponsorship level desired (please circle):

Golden Glove	$$$	MVP	$$$$
All-Star	$$$	Hall of Fame	$$$$

Sponsor Information:

Name_____

Address_____

City_____ State_____ Zip code_____

Contact person for advertising information (logos, banner info, etc):

Name_____ Phone#_____

Approved by:

Print name_____

Signature_____

By signing this I, the sponsor, acknowledge the sponsorship policy and agree to adhere to all components of this policy. If I fail to adhere to this policy, the HOMETOWN Little League has the right to revoke my sponsorship.

For information on the Sponsorship Policy, please visit web site.

HOMETOWN Little League is a 501(c)(3) Non-Profit Charitable Organization. Its EIN is XX-XXXXXXX.

Sponsor Form and Checks can be mailed to:

HOMETOWN Little League

123 Anywhere Street

Hometown, USA

Attn: