

Subject: **Williamsburg Senior Softball League Sponsorship**

Dear Prospective Sponsor,

On behalf of the Williamsburg Senior Softball League (WSSL), we want to extend an invitation to you and your business to become a corporate sponsor of the WSSL.

The WSSL is a league open to men 50+ years old and women 40+ years old from Williamsburg and the surrounding region. We had a successful inaugural season in 2019 with 35 members and 3 teams. In 2020, we grew to well over 60 members who participated on 4 teams. We continued to actively recruit new members, in 2021 growing to 85 members and six teams, and in 2022 to seven teams and 100 players. After further recruiting, we grew in 2023 to 140 players, with 10 teams spread over two divisions. 2024 saw us expand to 12 teams and 160 players. We anticipate continued growth into year 2025 with 13 teams and 175 players.

We recognize that we would not have had this initial success without the generosity and support of our local corporate sponsors, currently numbering 12. We now invite you to join this group at a cost of \$500, annually. We believe this will provide your business with the following benefits:

Partnership with an organization representing a large and growing demographic in Williamsburg and surrounding communities: We are a local organization with players from communities throughout Williamsburg and adjoining cities. We reasonably expect to grow, maybe even multiply, into several hundred members within the next few years. Our plan is to seek support from local businesses and build a mutually beneficial relationship with our sponsors. This league offers sponsors a unique opportunity to network with the 55 and over community in this region.

Increased brand awareness by having your business prominently displayed on the WSSL website: Our players, their families, and anyone else visiting our website will see your business supporting a unique local sports league. Anyone will be able to click on your logo and proceed directly to your website where they can browse your products and services. In addition, our league jerseys will have your logo printed on the back, providing both on-field and post-game visibility for your brand.

Patronization by the WSSL, its players, families, and friends: The creation of a relationship between your business and the WSSL will be immediately beneficial to both parties. We will advocate for WSSL players, families, and friends to take every opportunity to frequent your business in appreciation for your support.

An attractive advertising opportunity: When compared with the cost of other marketing outlets like print, television and billboard advertising, sponsorship with the WSSL could be a great value and a smart option to include in your marketing mix. It represents a welcoming, family-friendly form of advertising.

In closing, please rest assured the WSSL will be worthy stewards of your hard-earned money. Thank you for your sponsorship consideration. If you have any further questions, or wish to contact us, please visit our website: www.wsslva.org, or email the WSSL Board of Directors at wssl2019@gmail.com. Someone will return your message within 24 hours. Also, WSSL has an active Facebook group, reachable from a link on our website.

Thank you,

Dick Hoell
Commissioner,
Williamsburg Senior Softball League