

Williamsburg Senior Softball League

Prospective Sponsor,

The formation of the Williamsburg Senior Softball League (WSSL) has been an exhilarating experience! Four men met in January 2019 with the idea of building a senior league in the area. We gelled immediately, combined our administrative skills, added two others (with financial and computer backgrounds) and set out to develop our vision of a 55+ senior softball association. We expect to begin our inaugural season in April.

As you know, any “start up” organization requires financial support. So, we are asking for your support in the amount of \$500 to help us defray projected costs for our first year. A sponsorship of the WSSL would provide your business with the following:

Partnership with an organization representing a large and growing demographic in Williamsburg: We are a local organization with players from communities throughout Williamsburg. We reasonably expect to grow, maybe even multiply, into several hundred within the first 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 Williamsburg.

Increased brand awareness by having your business prominently displayed on the WSSL website: Our players, their families, and anyone else visiting our website (extended network) 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.

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

Thank you again,

Jim Ratkus
Commissioner, Williamsburg Senior Softball League