



Mountain View – Los Altos Girls Softball League
Post Office Box 4264
Mountain View, California 94040-0264

(650) 269-6964
<http://www.mvlags.org>
fundraising@mvlags.org

MVLAGS Mission

To provide girls ages 5 – 16 the opportunity to learn and play the game of fast pitch softball in a fun, safe, and friendly environment

Board of Directors

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Dear Friends and Colleagues:

The Mountain View-Los Altos Girls Softball League (MVLAGS) invites you to sponsor a team for our upcoming 2012 season. MVLAGS is a recreational sports organization committed to providing all girls, regardless of athletic ability or experience, an opportunity to explore and enjoy the game of softball. During the 2011 season, with the help of our sponsors, over 550 girls age 5-16 from the Mountain View, Los Altos, Los Altos Hills, and Sunnyvale communities were able to play softball.

Our dedicated volunteers have already spent a great deal of time and effort getting ready for the 2012 season. We are looking forward to continuing to provide the girls opportunities to learn ***Citizenship - Friendship - Leadership - Sportsmanship – Scholarship***. Our sponsors are important partners in helping us meet these principles.

Key to our success in meeting our goals is gaining financial support and backing from people like you. We recognize that you probably get multiple requests from organizations like ours every year asking for support. We also know that it is essential that we not only attract sponsors, but keep them in order for us to enhance our program and give our girls the best experience possible at the greatest possible value. Our commitment to you is that we'll work hard to promote your business to our league members and to get you maximum return for your sponsorship investment.

For example, the volunteers who manage our web site work hard to provide information vital to our league membership. This in turn motivates our families and friends to query the league web site on a regular basis for the participation information that they need. Hundreds of families who are involved with the MVLAGS program regularly look at this website throughout the season. Your business will have a “web presence” at our site beginning with player registration and continuing through playoffs in June. Our families will have the opportunity to see your business name and (if you choose to participate) view “your” customized message detailing any special offers you are promoting each time they visit the website.

Our sponsorship package (see form on reverse side for cost information) for the 2012 season includes:

- Logo placement and your business name strategically located in multiple locations on our website.
- Creation of a link to your website via the MVLAGS website. This enables you to customize and change your business promotions and have it immediately communicated to our “league families” via the MVLAGS website.
- Mention of sponsors in our e-newsletter which is emailed regularly to our “league families”.
- Your business name proudly carried on your team’s banner.
- Sponsor appreciation plaque and team picture identifying your business as a proud sponsor of a Mountain View/Los Altos Girls Softball team.

It is our sincere hope that you become a sponsor for one or more of our teams. I personally believe that your sponsorship represents a tremendous investment in our community and in the community leaders of tomorrow. If you have any questions, please feel free to contact me via email at fundraising@mvlags.org.

Thank you for your support.

Sincerely,

Kevin Klemm
Fundraising Coordinator

Mountain View-Los Altos Girls Softball 2012 Sponsorship Form

Yes, I will sponsor a Mountain View-Los Altos Girls Softball Team!

___ I want to sponsor one team (6U, 8U, 10U, 12U, 16U) at a cost of **\$300**

___ I want to sponsor an 8U and above team as well as a 6U team at a cost of **\$400**

___ I want to sponsor ___ teams at a cost of **\$300** a team.

Please Send In Your Tax Deductible Sponsorship Check Today

And Help Support The Growth of Our League!

I want to Sponsor the team for specific players: *(Add names below). If not enough space please include information on separate piece of paper.)*

Player Name: _____

Age Group: _____

Player Name: _____

Age Group: _____

Player Name: _____

Age Group: _____

Sponsor's Name: _____

Contact Name: _____ Contact phone #: _____

Business Address: _____ City: _____, CA Zip: _____

Phone #: _____ email: _____ Website: _____

If you would like to promote special offers to our league members please supply the name of the website (link) that we may direct people to from the MVLAGE website.

Thank you for your participation.

Make check payable to: MVLAGE

Mail check to: MVLAGE
P.O. Box 4264
Mountain View, CA 94040

Deadline: December 31st, 2011 for 2011 Tax Savings. Sponsorship paperwork must be submitted by February 1st to guarantee placement on the sweatshirt. Please email Fundraising@mvlags.org with questions or comments. THANK YOU!