

San Diego Adult Baseball League

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Dear Potential Sponsor,

This letter will serve to introduce your company to the San Diego Adult Baseball League. Established in 1986 with a modest twelve team base, the SDABL has grown over the last 20 years to an impressive 270 total teams operating over two seasons per calendar year making us the largest adult hardball program in the country and possible the world.

Each year the SDABL will offer several divisions based on age and skill levels. We consistently offer beginning, intermediate and advanced programs for men over 18 yrs of age, 28yrs, 38 yrs and 48 yrs of age. These age groupings and skill levels allow the individual or team to **select a level** that best suits their needs for competition and recreational purposes.

The San Diego Adult Baseball League's charter is designed to provide adults over the age of 18 the opportunity to play baseball in a *safe, well organized, and family oriented venue* with the emphasis placed on fun and achievement.

Adults of all ages and walks of life have resurrected their baseball lives and taken advantage of this renewed opportunity to reach their "**field of dreams**" and play the real game, baseball, as they did in their youth. Softball is fine, but we're sure you'll agree it can't compare to the game we all grew up with.

Sponsorship efforts, no matter what form (financial, uniforms, baseballs, etc...), go a long way towards putting these adults back onto the diamonds while bringing recognition to your company. Since our leagues tend to form a tight circle, as does any social endeavor, the players and coaches will recognize and appreciate your efforts to help them along in attaining their goal of playing baseball and accordingly provide your company with a very high level of visibility on the playing field each week as well as patronage for your business. The team may place the name or logo of your business on every player's jersey, while our League Secretary will see that your full business name appears weekly in the **San Diego Union Tribune sports page** where scores are reported or standings are listed. Your company's name will also be mentioned in the SDABL weekly newsletter that *is emailed to all of our 2,400 members* that can receive such. **We will be happy to place a link to your company's website on ours.**

Baseball at all levels of our league continues to grow in stature and exposure as individuals who played as youths, in high school, college or even professionally discover that there is still an opportunity to play the game of their dreams. All-Star games, League Championship games, State, Regional, National Championship Tournaments and league play are all part of the year round SDABL baseball activities offered to players while providing **maximum exposure** to you as a sponsor.

The San Diego Adult Baseball League prides itself in the positive image that it has developed in the local communities as well as it's responsiveness to it's players, managers, and teams. In addition, the SDABL donates close to \$100,000 per year to SD county high school baseball teams. These funds are greatly appreciated by these programs as donations/funding are **all too scarce** for these deserving young men.

So, please join us, and provide a team with the necessary support to compete in league play in any age group while knowing a portion of this support will go directly back into your local community high school baseball program. Your support will be categorized as advertising, not a donation, and thus possibly be eligible for a "dollar for dollar" tax deduction.

Now let's.....

PLAY BALL!!

Best Regards,

Mike Micheli
League President