



# Royal York Baseball League Sponsorship Package 2017





# Sponsorship Package 2017

Welcome to the Royal York Baseball League Sponsorship Package 2017 and thank you sincerely for your interest.

Since our early beginnings in the 1950's (with Kingsway, Islington, Queensway & Etobicoke Girls Baseball Leagues) the amalgamated RYBL has been advocating for safe, healthy and fun team sport for the boys and girls of Etobicoke and surrounding areas. A **100% volunteer organization** we are united by our passion for youth development and a simple love of the game.

Sponsor support has been critical to the success of the league to ensure RYBL maintains a careful balance between excellent sport and affordable access. At RYBL, we believe strongly in each child's "Right to Play" regardless of family financial positioning and as such we aggressively work to grow sponsorship support and maintain our high standard of quality baseball.

In keeping with Royal York Baseball League's commitment to support baseball resources in our community, we continue to invest in the upgrading of local diamonds. This year targeting the fields at Queensway South, Rotary, Westway and Connorvale Parks. While not within the City's current budget, these diamonds are showing their age and upgrades are well past due which is why we have chosen to support these capital items from our 2017 budget. In addition, due to our advocating, the City has pledged to upgrade both the diamonds at Lambton Kingsway Park, as well as the diamond at Norseman Park by the start of the 2017 season.

All this is great news, however, the financial pressures on the league continue to grow and youth enrollment is at an all time high. Whilst in the past, RYBL has been generously supported by our business community, we recognize our opportunity to heighten the value for the sponsor in the partnership, and as such have launched a much more robust and definitive 2017 sponsorship package.

Please have a look at our Sponsorship Package 2017 and consider working with us to support Youth development in Etobicoke. You will not regret it!

With sincere thanks,

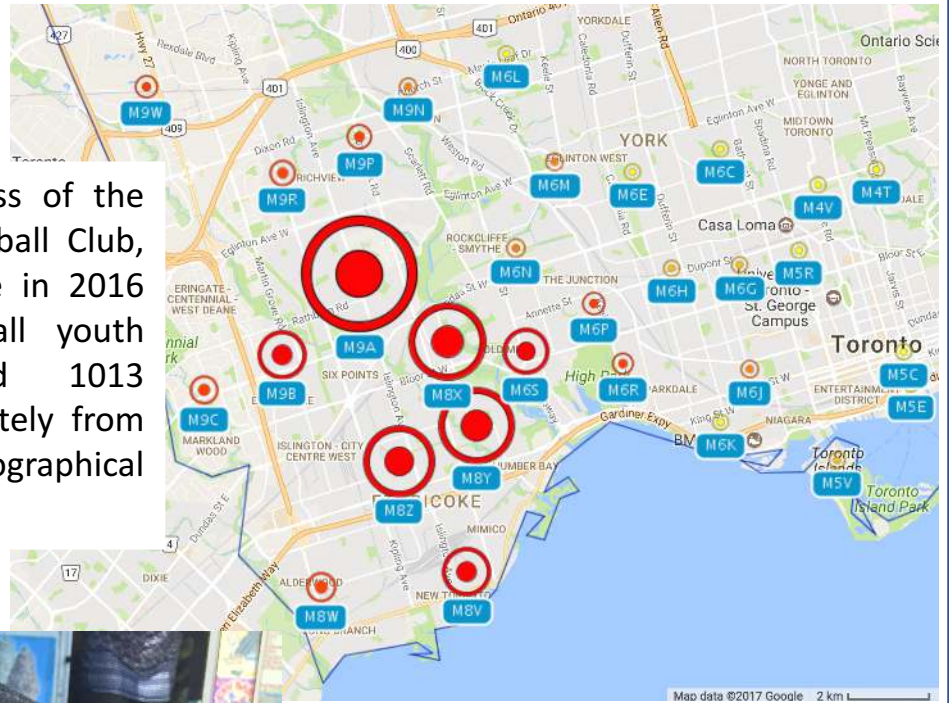
A handwritten signature in blue ink, appearing to read "Jennifer DeCaria".

Jennifer DeCaria  
Director of Sponsorships



# 2016 Player Demographics

With the recent success of the Toronto Blue Jays Baseball Club, RYBL saw a huge spike in 2016 enrollment. Across all youth divisions RYBL had 1013 registrations predominately from the highlighted geographical areas.



60% of the 2016 registrants were from the M9A, M8X, M8Y and M8Z postal codes.

21% from M8V, M9B and M6S.

# 2017 Sponsorship Packages



Gold Level \$2000



Silver Level \$1000



Bronze Level \$500



## Sponsorship 1 Team

- Logo on back of Jerseys
- Access to team schedule



## Sponsorship 2 Teams

- Logo on back of Jerseys
- Access to team schedules



## Sponsorship 3 Teams

- Logo on back of Jerseys
- Access to team schedules



Year end sponsored team(s) thank you plaque(s) with team photos



RYBL sponsorship communication to all RYBL families



Including logo

Including logo

Business Logo with link on RYBL website



RYBL Sponsorship Thank You in The Etobicoke Guardian





# 2017 Sponsorship Form

Business Name:

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Business Address:

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Contact Name:

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Contact Phone:

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Contact Email:

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Please circle  
sponsorship level

Bronze

Silver

Gold

Is sponsorship of a  
specific youth's  
team requested?

Y

N

Youth Name:

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RYBL Division:

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Special Requests:

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Please email form and logo design as soon as possible to ensure opportunity for shirt choice to Jennifer DeCaria at [myoviridae@hotmail.com](mailto:myoviridae@hotmail.com)

Sponsorships will not be guaranteed until full receipt of funds. Please make cheques out to Royal York Baseball League and mail to:

RYBL  
c/o Jennifer DeCaria  
55 STRATH AVE  
ETOBICOKE  
M8X 1R4

Although not guaranteed please indicate requested 1<sup>st</sup> and 2<sup>nd</sup> choice jersey colour

	Team 1 Bronze/Silver/Gold	Team 2 Silver & Gold	Team 3 Gold
1 <sup>st</sup> Choice	<hr/>	<hr/>	<hr/>
2 <sup>nd</sup> Choice	<hr/>	<hr/>	<hr/>

# Jersey Colours



206  
ROYAL/WHITE



208  
RED/WHITE



213  
GOLD/BLACK



216  
NAVY/WHITE



217  
WHITE/NAVY



221  
BLACK/WHITE



222  
WHITE/BLACK



236  
GOLD/WHITE



245  
GREY/WHITE



261  
DARK GREEN/GOLD



264  
RED/BLACK



266  
ROYAL/RED



284  
NAVY/VEGAS



917  
BLACK/GREY