



League President: JD Magee
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SPONSOR LETTER 2022

Dear Potential Sponsor:

The DFW Adult Baseball Association (DFW ABA), headquartered in Colleyville, Texas, is associated with the National Adult Baseball Association which operates amateur baseball leagues in over 90 cities and 34 states, with over 50,000 players who are playing the game of baseball nationwide. DFW ABA offers fun, affordable community baseball programs with competition in Advanced, Intermediate and Recreational skill levels, for age groups 18 & Over, 25 & Over, 35 & Over, 40 & Over, 50 & Over, and 57 & Over. Our leagues play under a common set of rules designed to organize amateur baseball leagues into consistent, fairly run and responsible adult baseball programs. DFW ABA baseball provides the chance to play the “real” game again. Participants of all ages and from all walks of life have come together to take advantage of this wonderful opportunity that is presented to them through the efforts of our League President and team managers. ***DFW ABA Baseball is family oriented, yet competitive.*** We stress sportsmanship, fair play and participation. It would not be inaccurate to portray us as a “**Little League for Adults**”.

The person presenting this letter plays in the local league in the Dallas/Ft. Worth area and believes in the DFW ABA and its goals and is seeking sponsorship assistance to provide baseballs, uniforms, equipment, and umpire fees for his team. Your sponsorship assistance will go a long way toward helping these participants recapture the dreams of youth, or to fine tune their skills to carve out a professional career or further their education through a college scholarship. ***However, it can help your business as well.*** In return for your sponsorship help, our participants and their families and friends will ***not only patronize your business, but you can even increase your business exposure in your community through the following options:***

- ◆ ***Uniform sponsorship***--Your Company's name and/or logo can be placed on every player's jersey and/or cap.
- ◆ ***Team sponsorship***--Your Company's name can be identified with the name of the team you will sponsor.
- ◆ ***League newsletter***--Your Company's name appears in weekly newsletters to all players, field providers and media.
- ◆ ***League Website***--Your Company's name appears on the local league website.
- ◆ ***Sponsor identification*** with local DFW ABA All Star games, and regional, National and World Championship Tournaments.
- ◆ ***Advertising opportunities***--In addition, DFW ABA offers attractive advertising rates for the following:
 - ◆ DFW ABA local league, team and player websites to provide worldwide internet exposure for your business.

Your tax-deductible sponsorship helps many other worthwhile causes, as well. Since 1992, DFW ABA has provided over \$6,000,000 in contributions to local youth programs, high schools, colleges, city and county athletic programs throughout the United States. An organization the magnitude of the DFW ABA offers a variety of sponsorship opportunities. Your investment will not only reach the player-members. It will reach their families, friends, teams sponsors, local high school and college coaches and administration and other supporters in the communities across the state. Your investment in the local DFW ABA league or team will be setting a foundation for a generation of adults and youths to support and patronize your business for many years to come.

The DFW ABA and its player-members and their families tend to be a very tight-knit group. History and experience has shown that the player-members of the DFW ABA and their families support and promote those who back the DFW ABA. With your support we will continue to exert the charitable leadership and vision that's brought us so far in such a short time.

Your local league President will be happy to discuss with you the many ways in which you can ***help your business*** by helping our teams through your important sponsorship assistance. Whatever financial support you can provide will enable our teams and players to engage in a wholesome program that provides an excellent example of ***adult recreation, and responsibility to children.***

Thank you for allowing me to inform you about the DFW ABA and we hope we can count on your support.

For America's Game,

JD Magee
President
DFW Adult Baseball Association