

COMMUNITY COMMITMENT



Kingston Loyalist Farm Ponies Senior Baseball Club

The Kingston Ponies Senior Baseball Club experienced another successful baseball season in 2007, finishing in third place in the Eastern Ontario Baseball Association Senior (EOBA) A Division. However, in order to reach even greater heights this 2008 season, the Ponies' executive are soliciting your financial support.

We are currently offering the following sponsorship opportunity for your business consideration.

A 4ft x 8ft. sign - the cost of material, graphics and installation is \$700 for the first year commencing 2008. The following years the annual sponsorship sign fee shall be \$500.

By partnering with the Ponies, your business' profile and image reaches the community in many different ways:

- Your business sign will be secured to the chain link fence around the perimeter of Megaffin Park for maximum advertising exposure - visible from Montreal Street – for the entire calendar year.

Note: Megaffin Park is used for the Kingston Men's Baseball League (114 games), Kingston Minor Baseball (24 games), Queen's University baseball home games (6 games)

- Kingston Ponies Baseball will play approximately 19 league home games plus exhibition. Ponies will play in both the EOBA (teams include Port Hope, Kendal, Ajax, Whitby, Oshawa, Markham, New Market, Thornhill) and Ottawa Interlock Senior Baseball League.
- Cogeco Cable televises most home games where your advertising sign is captured by the cameras throughout the game.
- Your sign sponsorship will be displayed on the Ponies website (www.kingstonponies.ca).
- Your business image as a supporter of the Kingston community, athletics and baseball tradition will be elevated.

The goal for 2008 Ponies is to participate in the All Ontario Senior "A" Elimination Tournament Championship thus qualifying the Ponies to participate in the All Canadian Senior "A" Championship. The Kingston Ponies hosted the Senior "A" EOBA Championship tournament in August 2006.

The proposed 2008 operating budget is approximately \$35,000. Revenues for the team's operating expenses are provided through a number of sources including corporate sponsorship, player registration fees, Ponies canteen profits and business sign advertising. Team expenses include travel costs, user fees, insurance, league registration, equipment, umpire fees and scorekeeper's fee. All team members pay for their own meals and miscellaneous expenditures. Currently, our largest source of revenue is through SIGN SPONSORSHIP.

Thank you for considering this request and for your dedication to our community.

Please contact me if you have any questions or would like to discuss other sponsorship opportunities.

Yours in baseball,

Joe Hawkins
President
613-546-0995