

# **Purcellville Cannons**



***Valley Baseball League***

# W

elcome to the Purcellville Cannons Baseball Organization, part of the prestigious Valley Baseball League, which is NCAA sanctioned and supported by Major League Baseball (MLB). We appreciate your consideration to partner with the Cannons as a sponsor and/or advertiser. The Cannons are a 501(c)(3) non-profit organization, and **all donations are tax deductible.**



Founded in 1897, Valley Baseball League (VBL) provides a place for top collegiate players to play pure wood bat baseball against top-level competition in a festive community atmosphere. The VBL is affiliated with the NACSB - an alliance of college summer wooden bat leagues that follow NCAA rules. The VBL has been named one of the top leagues in the country by Baseball America.

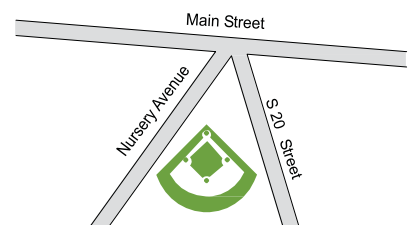
The VBL name is derived from the beautiful Shenandoah Valley, nestled between the Blue Ridge Mountains to the east and the Allegheny Mountains to the west. The VBL consists of 11 teams. Each team will play a 42-game schedule, June through August, concluding with the playoffs.

With hundreds of player inquiries each season, the Valley Baseball League has just over 300 roster spots for top college baseball players. With limited roster opportunities, it is a privilege to play in this league. Recruits must be in good academic standing and recommended by a college coach or a major league scout.



All Cannons home games are played at Fireman's Field in the heart of Purcellville's Historic District

**250 S. Nursery Avenue  
Purcellville, VA 20132**





## Cannons and the Community

- The team is comprised of collegiate players from all over the United States recruited by college coaches and major league scouts. Scouts attend the games to watch the players that will use the Valley Baseball League as their Gateway to the Majors. During the season, Purcellville will attract fans to watch their favorite player—fans who will shop and dine during their visit, fortifying Purcellville’s economy.
- Players are encouraged to engage in community service. They are also afforded the opportunity to intern with our sponsors based on their college major.
- Games provide affordable family entertainment for the community and support local youth programs by including young players in game day events.
- The Cannons promote and foster a community environment and provide positive role models for our youth. Local young athletes see the hard work and dedication required to play at the college level and beyond.

## Helping the Cannons

Summer baseball teams like the Cannons need community support and involvement to be successful. Since the 1800s, baseball has been America’s favorite past time. Baseball creates lifetime memories for millions of people every year—and we look forward to bringing that experience to Purcellville.

The Cannons rely on fundraising to cover expenses and operating costs. Major anticipated expenses include uniforms, equipment, transportation, and operations.

The Cannons would like to thank you for partnering with us for the 2018 season. All donations are tax deductible.

# PURCELLVILLE CANNONS

## Sponsorship Agreement

Name of Business: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Full Season Packages:

All Star Package .....\$10,000  
Major League Package.....\$5,000  
Minor League Package .....\$2,500  
Grand Slam Package .....\$1,500  
Banner Package .....\$750  
Website Package.....\$150

### Game Sponsor:

Gate Sponsor .....\$1,000/game  
Ticket Sponsor .....\$500/game  
Foul Ball Sponsor .....\$250/game  
Webcast Sponsor .....\$150/game  
Inning Sponsor .....\$100/game  
Cash Donation.....Any amount

**Total Due: \$** \_\_\_\_\_

### Form of Payment:

Cash     Check     Credit Card     MasterCard     VISA     American Express

Make checks payable to: **Cannons Baseball, Inc.**  
Mail payment to: **PO Box 114, Purcellville, VA 20132**

\_\_\_\_\_  
Sponsor Name Printed

\_\_\_\_\_  
Card Holder Name

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Full Address (Address associated with the Card)

\_\_\_\_\_  
Expiration and CVC Code

**The Cannons are a 501(c)(3) organization. Documentation for tax deduction purposes provided upon request.**

# PURCELLVILLE CANNONS

## Sponsorship / Advertising Descriptions

### **ALL-STAR PACKAGE - \$10,000**

Your business or company logo is showcased on a 4x4 inch patch and applied to all uniform sleeves for two seasons.

Special recognition includes:

- At least 9 business name announcements during the first and last home game
- 1,000 free admission tickets to be used anytime throughout the season
- Sponsors are provided space to set up a table to distribute giveaways or to promote their business at the first and last home game
- An invitation to throw out the first pitch at the season opener game
- Sponsors name announced 4 times during each home game
- Sponsor banner to be displayed during each home game
- Logo with link on PurcellvilleCannons.com

### **MAJOR LEAGUE PACKAGE - \$5,000**

Special recognition for one home game which includes:

- At least 9 business name announcements during designated game
- 500 free admission tickets to be used anytime throughout the season
- Sponsors are provided space to set up a table to distribute giveaways or to promote their business
- Invitation to throw out the first pitch at a Cannons home game
- Sponsors name announced 3 times during each home game
- Sponsor banner displayed during each home game
- Logo with link on PurcellvilleCannons.com

### **MINOR LEAGUE PACKAGE - \$2,500**

Special recognition for one home game which includes:

- At least 5 business name announcements during designated game
- 250 free admission tickets
- Sponsors provided space to have a table set up to distribute giveaways or to promote their business
- Sponsors name announced twice during each home game
- Sponsor banner displayed during each home game
- Logo with link on PurcellvilleCannons.com

### **GRAND SLAM PACKAGE - \$1,500**

Special recognition for one home game which includes:

- At least 3 business name announcements during designated game
- 150 free admission tickets
- Sponsors provided space to have a table set up to distribute giveaways or to promote their business
- Sponsors name announced 1 time during each home game
- Sponsor's banner to be displayed during each home game
- Logo with link on PurcellvilleCannons.com

# PURCELLVILLE CANNONS

## Sponsorship / Advertising Descriptions

### **GATE SPONSOR - \$1,000**

Special recognition for one home game which includes:

- At least 2 business name announcements at designated game
- 200 free admission tickets
- Sponsors are provided space to set up a table to distribute giveaways or to promote their business

### **BANNER PACKAGE - \$750**

This package includes:

- One vinyl sponsorship banner to be displayed all season
- Sponsorship will be announced at least 1 time during all home games
- Price includes cost of banner; Sponsor provides camera ready artwork
- Prior to the end of the season, you may elect to have your banner signed by the players. Should the banner still be in good condition and you elect to be a sponsor the following year, you may reuse the banner at a discounted rate.

### **TICKET SPONSOR - \$500**

Sponsor name is printed on tickets sold at the gate for a single game night. This package includes:

- 100 free tickets for a single game night
- The opportunity to offer all fans a coupon or other offer in our nightly lineup insert given to the fans at the gate when their ticket is collected

### **FOUL BALL SPONSOR - \$250**

Sponsor name is announced each time a foul ball is hit throughout an entire game. (Average number of foul balls per game is 24)

### **WEBSITE PACKAGE - \$150**

Show your support with your logo on PurcellvilleCannons.com for the entire season. This package includes a logo image (that you provide) on the team website for the 2017 season with a link to your website.

### **WEBCAST STREAMING SPONSOR - \$150**

Sponsor name will be announced throughout the game and via live streaming audio feed linked to the Valley Baseball Website, the Cannons Website and Game Central's Stretch Internet.

### **INNING SPONSOR - \$100**

Sponsor name announced before and during a sponsored inning.

### **DINNER SPONSOR - \$ IN-KIND**

Would you like to provide a pre-game meal for our team players and coaches? We need businesses or families willing to cook, prepare, provide, fund, or purchase a meal for the team at each home game. Dinners should feed approximately 35 people and include plates, napkins, utensils, cups and drinks, etc. The sponsors name will be announced at least one time during the game.