



Cape Cod Riptides Softball Program  
PO Box 320  
West Barnstable, MA 02668  
[www.capecodriptidessoftball.com](http://www.capecodriptidessoftball.com)

## Sponsor Request Letter

Dear Business Owner:

Let me take this opportunity to introduce you to the **Cape Cod Riptides Softball Program**. Established in 2001, the program has a proud tradition of developing teamwork and girls' softball skills, as well as a long history of fielding competitive teams that enjoy success locally and regionally. Even more importantly, the Program has had a positive impact on the lives of Cape Cod area youth, their families, and the community.

**As in years past, we are offering an opportunity to local businesses like yours to become Team and/or Program Sponsors.** Your contributions will be targeted exclusively to lower the growing costs of the Program's many players, enabling them to fully participate in Program training clinics, travel team tournaments, League games, and local as well as regional tournaments.

The Cape Cod Riptides Softball Program is guided by a volunteer board of directors and dedicated parent volunteers. However, we are different from other softball clubs in that we are a small nonprofit club that does not receive any governmental or grant assistance. Our primary revenue source is registration fees paid by families, and donations received from generous individuals and businesses. Since these funds do not cover the entire Program's operating expenses, families often must raise their own funds to pay for equipment, training fees, field rentals, travel, and tournament entry fees. **The average cost per player per year to participate is \$200, particularly difficult for families with more than one player and/or modest means.**

In order to continue to make this rewarding experience a reality for our youth, we are reaching out directly to area businesses, family, and friends, **and offering the opportunity to help by becoming a team or program sponsor!** While any sponsorship level you select will be greatly appreciated, a donation of \$500 or more will earn you a Proud Team Sponsor Plaque with a photo of a team to display on your office wall, a valuable marketing tool as well.

Please take a moment to review and select the sponsorship package that best fits your business and budget.

Respectfully yours,

*Ray Velazquez*  
*President, Cape Cod Riptides*

P.S. For tax-reporting purposes, all checks **must** be made payable to the **Cape Cod Riptides Softball Inc.** All sponsors will receive an advertising/sponsorship invoice for tax-reporting and deduction purposes based on the sponsorship level selected.

# 2010 CAPE COD RIPTIDES SPONSORSHIP PACKAGES

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Anyone interested in supporting the Cape Cod Riptides Softball Program should contact Karen Matrango, (508) 451-4981, [Karen@haddletonlaw.com](mailto:Karen@haddletonlaw.com), Cape Cod Riptides Marketing Director, or download a sponsorship application from the Club website:  
[www.capecodriptidessoftball.com](http://www.capecodriptidessoftball.com)

## \_\_\_\_\_ CORPORATE CLUB SPONSOR:

The Cape Cod Riptides Softball Program **Corporate Sponsors** are businesses, organizations, or individuals that sponsor the Riptides, a specific team, or an event with a minimum sponsor contribution of \$2,500 or more. In return for their support, Corporate Sponsors will receive the following:

- "Platinum Sponsor" benefits (shown below)
- Your business will be shown as "Title" or "Major" event sponsor at **all** club events, including tournaments, parties, demonstrations, media campaigns (both print and Web), clinics, and Club functions.
- We will also create a prominent, full-color display banner on the Club website.

All professional design and production fees are included. A limited number of "Corporate" plans are available.

## Team Sponsorships

In return for their support, Team/Program Sponsors will receive the following:

### \_\_\_\_\_ \$1,000 PLATINUM SPONSOR:

- One-year advertising on a "Cape Cod Riptides Banner" (displayed at all major events at Lombard Field or Clinic Sites)
- A 3' x 6' vinyl banner with business name/logo displayed at Lombard Field during games.
- Advertising on the Program website with a link to your website
- Sponsors Business name or logo on uniform
- A Proud Sponsor Plaque with photo of the team for your display
- A Cape Cod Riptides collared shirt
- A Cape Cod Riptides baseball cap
- A Cape Cod Riptides car magnet

### \_\_\_\_\_ \$750 GOLD SPONSOR:

- One-year advertising on a "Cape Cod Riptides Banner"
- Advertising on the Program website with a link to your website
- Sponsors Business name or logo on uniform
- A Proud Sponsor Plaque with photo of the team for your display
- A Cape Cod Riptides collared shirt

### \_\_\_\_\_ \$500 SILVER SPONSOR:

- A Proud Sponsor Plaque with photo of the team for your display
- Advertising on the Program website with a link to your website

- Sponsors Business name or logo on uniform
- A Cape Cod Riptides baseball cap
- A Cape Cod Riptides car magnet

## **Boosters Club Sponsorships**

The Cape Cod Riptides Booster Sponsors are business, organizations, or individuals that select a \$100 or more sponsor package. In return for their support, Booster Club Sponsors will receive the following:

### **\_\_\_\_\_ \$250 BOOSTER SPONSOR:**

- Advertising on the Program website with a link to your website
- A Cape Cod Riptides baseball cap
- A Cape Cod Riptides car magnet

### **\_\_\_\_\_ \$100 BOOSTER SPONSOR:**

- A listing of your business name on the Program website in our Sponsor Area
- A Cape Cod Riptides car magnet

### **\_\_\_\_\_ TEAM / PROGRAM DONATION:**

- Any Individual or Business may make a Team/Program Donation directly to a specific team or to the Program for the purpose of assisting with expenses.
- Donations DO NOT provide for sponsorship or recognition as part of the sponsor program for that individual or business.
- All Donation amounts are made available to the team for use as detailed within this program without "cost of sponsorship" being deducted.
- Donations may NOT be considered tax-deductible as advertising expenses.

\* The **Cape Cod Riptides Banner** is a 3' x 6' vinyl banner sign displayed on the fence surrounding our home field, Lombard Field in West Barnstable. Softball families and coaches from Cape Cod will see your business name and logo on a regular basis as they attend tournaments, training sessions, camps, and practices at the locations.

\*\* A Proud Sponsor Plaque displays a team photo and will list you as a proud sponsor of a team and Program.

Our Marketing Director will be in contact with sponsors to coordinate logo, business name and graphic requirements for the website and advertising banners.

**Thank you for your Support!**  
**Cape Cod Riptides Softball Program**

# Policy for Team Sponsorships

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The Program has adopted the following policy regarding sponsorships designated for a specific team.

1. Any team can freely solicit sponsorships from any person, business, or organization.
2. All team sponsorship money must be used for the equipment, uniforms, tournaments, player registrations, clinics, camps, team practice fees, or travel expenses for tournaments.
3. *Sponsorship money may not be used to hire professional trainers for the team.*
4. In order to receive tax benefits from the sponsorship, the sponsorship must be made to the Cape Cod Riptides and identified as a team sponsorship. A percentage (cost of sponsorship) of all team sponsorship will be retained at the program level.
5. The Program will send a thank you letter to the sponsor, including the Programs Tax Identification Number and invoice for the advertising level your business has selected.
6. In the event that all the money is not used for the listed approved expenses, the remaining money is to be redirected back to the Program to be used for cost reduction for players, player scholarships expenses or future registration fees.
7. Please visit the Cape Cod Riptides website for more info.

**[www.capecodriptidessoftball.com](http://www.capecodriptidessoftball.com)**

Contact Karen Matrango, CCRS Marketing Director, at 508-541-4981 or [karen@haddletonlaw.com](mailto:karen@haddletonlaw.com) for any questions, conflicts, or additional information regarding the CCRSP Marketing/Sponsorships Program.



# Team Sponsorships Selection Form

The sponsorship year runs from November 1 to October 31.  
Please consider making your selection below and returning it with your Sponsorship payment today.

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◆ \_\_\_\_\_ **CORPORATE CLUB SPONSOR** -Enter Amount: \_\_\_\_\_  
(Minimum 2,500)

## Team Sponsors

- ◆ \_\_\_\_\_ **\$1,000 PLATINUM SPONSOR**
- ◆ \_\_\_\_\_ **\$750 GOLD SPONSOR**
- ◆ \_\_\_\_\_ **\$500 SILVER SPONSOR**

## Boosters Club Sponsorships

- ◆ \_\_\_\_\_ **\$250 BOOSTER SPONSOR**
- ◆ \_\_\_\_\_ **\$100 BOOSTER SPONSOR**

## Team / Program Donation

◆ \$ \_\_\_\_\_ **Enter amount of your Club donation.**

Please choose your sponsorship level above and mail your completed form with your check made payable to the "Cape Cod Riptides Softball Inc." at the address below.

Sponsor contact: \_\_\_\_\_

Business name (if any): \_\_\_\_\_

Street address: \_\_\_\_\_

City/ State/ Zip Code: \_\_\_\_\_

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

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

Attention: CCRSP Marketing Director - P.O. Box 320, West Barnstable, MA 02668

Cape Cod Riptides Softball Inc. is a non-profit organization