**<<LEAGUE NAME>> Little League Sponsorship / Fundraising <<YEAR>> Season**

**Objective:**

* At minimum, raise funds to cover expenses for <<YEAR>> regular and tournament seasons (goals of$15,000)

**Goals:**

* Secure (30) sponsors through sponsorships and in-kind donations
* Involve league members in fundraising efforts
* Organize (1) league fundraiser to involve teams and parents

**Proposed Month-by-Month Tactical Plan**

**October:**

* Identify additional volunteers to assist with efforts; ask during registration

**November:**

* Add donation button (“donate now”) to online registration process and league website; enhance “about us” section of web site to explain fundraising needs
* Include donation information in all communications from league
* Create sponsorship tiers
  + Levels: Gold, Silver, Bronze
  + Benefits: Uniform, Signage, Opening Day, program, web site recognition
* Create flyer / brochure and letter outlining sponsorship and donation opportunities

**December:**

* Identify local businesses to contact
  + Past sponsors
  + Businesses contacted that said “no”
  + New potentials
* Conduct donation letter campaign
  + Allocate resources or determine potential business to assist with expenses
* Identify league fundraiser to implement during pre-season and in-season

**January:**

* Follow up on donation letters / conduct outreach
* Identify sponsors
  + Add to website
  + Make signs for field

**February:**

* Follow up on donation letters / conduct outreach
* Discuss opportunities to recognize sponsors / donors (e.g. Opening Day)
* Identify sponsors
  + Add to website
  + Make signs for field

**March - May**

* Recognition of sponsors / supporters
  + E.g.: Opening Day recognition of sponsors / supporters

**<<LEAGUE NAME>> Little League Sponsorship / Fundraising <<YEAR>> Season**

* + Send Sponsor newsletter with coupons / discounts
* Send confirmation of donation letters for tax purposes