



The Pickering Softball Association (PSA) is about to enter its 19th successful year of operation and as our league continues to flourish, so does the need to annually outfit all of our teams and replace aging equipment.

Like most non-profit community sports organizations, we rely heavily on local businesses for sponsorship support to outfit our teams on a yearly basis. Due to the generosity of sponsors like you we keep the cost of participation to a minimum and accessible to all of the children in our community. By sponsoring in the Pickering Softball Association, you will benefit from a valuable and inexpensive investment in the community directly served by your business.

As a sponsor, you will receive ***prominent name and logo recognition*** on the front of team sweaters, a sponsorship plaque for display purposes at your place of business and an opportunity for increased company exposure offered by our league from May through September. **If your organization has a website, the PSA will also happily provide a “link” to your web address (free of charge), on our sponsor’s page at www.pickeringsoftball.com.**

An annual Coaches and Sponsors Appreciation evening is held in September to recognize and gather socially after the season has concluded. Please contact the Sponsorship Coordinator or check the PSA website for more details about this event.

There are two types of teams in the 2008 PSA summer program that are in need of sponsorship support:

The first are the House League teams, which play exclusively within the City of Pickering, on weeknights from mid-May until late August. The House League program has over 35 teams and approximately 400 young players of both genders, from all eligible ages (4 – 19).

The second type is the PSA “Select” (or All-Star) teams, which play on weekends both here in Pickering, as well as in other municipalities around the GTA. The PSA Select program offers a more competitive level of Softball for both genders, from ages 8 to 19. This program runs from late May until late September and has only 11 teams available, so it is strongly recommended that you act quickly, if you wish to sponsor one of these highly visible and popular teams.

If you are interested in sponsoring one or more teams, in either the PSA House League or Select programs, kindly complete the attached sponsor application and return with payment and artwork to:

Pickering Softball Association
1550 Kingston Road, Suite 1307
Pickering, Ontario, L1V 6W9
Attention: Sponsorship Coordinator

If you have any questions regarding sponsorship in the PSA, please leave me a message at (905) 837-0606 Ext 35 or email sponsorship@pickeringsoftball.com and I will be happy to get back to you as quickly as possible.

On behalf of the PSA, I thank you in advance for your interest in and support of the Softball program here in Pickering.

Yours truly,

Karen Darling
PSA Sponsorship Coordinator 2007



(A Non-Profit Association recognized by the City of Pickering)

Sponsorship Application

We are pleased to offer the following sponsorship rates for 2008:

- First House League team sponsored - \$300.00
- Additional House League teams sponsored - \$250.00 for each additional team
- Select / All Star team sponsored - Please contact us for details

Please set aside the following number of teams for us to sponsor for this year:

House League (1 st team)	___ @ \$300.00	\$ _____
House League (additional teams)	___ @ \$250.00	\$ _____
Select / All Star team(s)		\$ _____
	Total	\$ _____

Contact Information:

Sponsor or Business Name: _____

Contact Name: _____ Signature: _____

Website: _____ email: _____

Phone # _____ Fax # _____

Address: _____ City: _____ Postal Code: _____

Player Affiliation / Special Instructions (name / division or age / gender preference to sponsor):

Colour Preference (body / logo):

Preferred combination: _____

Alternative combination: _____

(The PSA will endeavour to accommodate sponsors requests for colours, however, we reserve the right to determine final colour combinations and age groups based on all sponsorship requests received.)

Please return your application, payment and any artwork to:

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Pickering, Ontario L1V 6W9
Attention: Sponsorship Coordinator