

Carroll County Sports Complex
2225 Littlestown Pike
Westminster MD, 21158



Carroll County Recreation and Parks
300 S. Center Street
Westminster, MD 21157

Dear Business Owner,

The Carroll County Sports Complex is home to over 100 adult recreational softball teams, the Charles Carroll Recreation Council, and will host over 30 local, state, and regional adult and youth softball tournaments in 2019. Teams from all over the mid-Atlantic region travel to the Carroll County Sports Complex every year to play ball. These events will bring thousands of players and fans looking for places to eat, drink, shop, stay, and play.

There are many opportunities at the Carroll County Sports Complex for a business to be recognized by the visitors. This packet will lay out and show where each of these location are, and what kind of exposure the business can have. You can provide your own banner (5' X 10' max) or we can help you with ordering (additional fees may apply). Discounts are given to businesses that already sponsor a team that plays in a one of our softball leagues

Sincerely,

Matt Decker
Complex Manager

The County reserves the right to reject any sponsorship application which the County determines, in its sole discretion, is not compatible with or appropriate for the Sports Complex.

For more information, please contact

Matt Decker, Sports Complex Manager (410) 386-2098
Lisa Carroll, Bureau Chief of Recreation (410) 386-2103

mdecker@carrollcountymd.gov
lcarroll@carrollcountymd.gov

Sports Complex Playground

Cost per year: \$1,000

Minimum Duration: 2 years (2019–2020)

Availability: 1

Sponsorship Description: This playground is located inside complex near the upper fields. This is the primary location where all of the games are held, due the upper fields being lit and in close proximity. Many adults play at the sports complex, bringing their families and *children* to the games, many of which spend their time playing on this equipment.

Sponsorship Package Details:

- \$400 allowance for signage at the playground
- Sponsor name included in official name of playground (i.e. The XXXXX playground).
- Sponsor name on all playground marketing materials and promotional items
- 5-10 weekends per year to hand out coupons, promotions etc. at playground. Dates must be scheduled in advance.
- Link from Sports Complex website to sponsor's website

Softball Field Naming Rights

Cost per year: \$1,000

Minimum Duration: 3 years (2019–2021)

Availability: 5

Sponsorship Description: There are five (5) baseball/softball fields located at the Sports Complex. They are in full use from March until November. They are home to one of the largest adult softball programs in Maryland, as well as the Charles Carroll Recreation Council programs. The fields see a lot of in house use, as well as hosting over 30 weekend tournaments throughout the year that bring in thousands of customers to the area from across the East Coast and country.

Sponsorship Package Details:

- Outfield sign with sponsor name at center field
- Sponsor name on all baseball/softball schedules and literature which includes play on that field
- Sponsor will have a minimum of 10 opportunities throughout the year to advertise at the baseball/softball complex through coupons, promotions etc. Dates must be scheduled in advance.
- Link from Sports Complex website to sponsor's website

Picnic Shelters

Cost per year: \$500 / year
Minimum Duration: 2 years
Availability: 2 Shelters

Sponsorship Description: With 2 picnic shelters located throughout the park, there are ample opportunities for our citizens and visitors to enjoy a picnic and/or gathering. Each shelter is available to the general public for rental. Teams that visit for weekend tournaments utilize these shelters all day.

Sponsorship Details:

- Sponsor has naming rights to shelter (i.e. SPONSOR NAME shelter)
- Sponsor signage to be displayed at shelter entrance
- Sponsor name listed on all shelter reservations
- Link from Sports Complex website to Sponsors Website

Local Adult League Softball Team Sponsorship

Our adult softball teams are always looking for sponsors to help with league, uniform, umpire, and equipment fees. This is a great way to get exposure in our adult softball program as all teams play each other at least once throughout the season. Specific details can be discussed with the team manager on a sponsor to team basis. The Sports Complex will connect the sponsor to the teams in the league looking for one.

Baseball / Softball Outfield Signs

Cost per year: \$500 per sign
Minimum Duration: 2 years (2019–2020)
Availability: 30

Sponsorship Description: Includes a 4'x8' sign to be placed on an outfield fence or baseball / softball fields (artwork/logos to be provided by sponsor).

Baseball / Softball Backstop Banners

Cost per year: \$250 per banner
Minimum Duration: 1 Year (2019)
Availability: 20

Sponsorship Description: Includes a 5'x10' banner to be placed on the backstop of the upper baseball/softball fields, and the field of sponsor's choice. (artwork/logos to be provided by sponsor).

Carroll County Sports Complex Sponsorship Program

Sponsor Information

Name of Business: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Sponsorship Opportunities

Please check the sponsorship(s) your business is interested in

<u>Park Amenities</u>	Yearly Cash Amount	Length of Term	Availability	Check if Interested
Smaller Picnic Shelter(s)	\$500	2 years	2	<input type="checkbox"/>
Sports Complex Playground	\$1,000	2 years	1	<input type="checkbox"/>
Softball Field	\$1,000	3 years	5	<input type="checkbox"/>
Outfield Fence Sign	\$500/sign	2 years	30	<input type="checkbox"/>
Baseball/Softball Team	Varies	1 Season	45	<input type="checkbox"/>
Backstop Banners	\$250	1 year	20	<input type="checkbox"/>

Notes:

- Requests/payments can be made in person at the Recreation and Parks Office.
- Half of yearly payment is due immediately to secure sponsorship. Remaining balance is due by **June 1, 2019** (total payment is due immediately for Outfield Fence Sign).
- For multi-year sponsorships, payments are due February 1 and June 1 of each year.
- For packages with signage allowances, the sponsor and Complex staff will work together to determine best location and type of signs. Any signage that exceeds the stated signage allowance will be billed to sponsor.
- Artwork/logos to be provided by sponsor in appropriate format.
- ***The County reserves the right to reject any sponsorship application which the County determines, in its sole discretion, is not compatible with or appropriate for the Sports Complex.***

Signature _____ <small>Authorized Bidder Representative</small>	Date _____
Print Name _____ <small>Authorized Bidder Representative</small>	

Make checks payable to:
Carroll County Commissioners

Mailing Address: 300 S. Center Street, Westminster MD, 21157
Physical Address: 2225 Littlestown Pike, Westminster MD 21158