



# Central Chesterfield Little League

[www.ccllbaseball.com](http://www.ccllbaseball.com)

## Sponsorship Information (2025)

Central Chesterfield Little League is a non-profit youth sports organization located in Chesterfield, VA. As a league we have several hundred families and players enrolled for our spring and fall baseball seasons. The league has games and practices at our four fields from March through October of each year. Our games are attended by family members and community leaders throughout the Chesterfield, Colonial Heights, Petersburg and Fort Lee area.

Central Chesterfield Little League community sponsors play a vital role in the operations of our league. Nonprofit youth sports leagues, such as Central Chesterfield Little league, operate through a great deal of community volunteerism. Our sponsors enable the league to operate in several different ways; supplying baseball equipment for players, field maintenance, general operating cost for the league and keeping registration fees as low as possible.

Central Chesterfield Little League has several sponsorship packages to choose from. Sponsorship packages range from as little as \$500 to as much as \$1,500, and higher for major sponsors. In support of our community sponsors the league's sponsorship packages include advertising banners at the fields (paid for by CCLL), company name and logo on our web page, participation at our opening day ceremonies and social media announcement of sponsorship. The league will customize a package that best fits your ability to sponsor and the interest of your organization. In addition, the league is always looking for items that we can auction or raffle at our fundraising events.

### **We have several sponsorship opportunities available:**

**Grand Slam (\$1,500)** – Your company name and logo displayed on two 4'x8' banners with one banner in one of our most prominent locations at our fields, your company name and logo on the league website, league social media announcement of sponsorship and the opportunity to host a booth at our opening day and championship day events.

**Homerun (\$1,000)** – Your company name and logo displayed on two field 4'x8' banners, your company name and logo on the league website, league social media announcement of sponsorship and the opportunity to host a booth at our opening day and championship day events.

**Triple (\$500)** – Your company name and logo displayed on a 4'x8' banner, your company name and logo placed on the league website and league social media announcement of sponsorship.

**Single (contribution of any amount)** – your company name and logo listed on the [ccllbaseball.com](http://ccllbaseball.com) website.

Banners are supplied by Central Chesterfield Little League at no cost to your organization. We ask that you provide your company name, logo and phone number so we can produce these banners for you. CCLL is a not for profit charitable organization, all contributions are tax deductible. Invoice and league tax ID number will be provided for all sponsorship levels.

On behalf of all of our kids and families, the Central Chesterfield Little League Board of Directors would like to thank you for your support, and we would be delighted if you are able to identify a sponsorship program that not only matches your budget but your heart as well.

If you are interested in a Central Chesterfield Little League Sponsorship, please complete our 2025 Sponsorship application.

Please contact Joe Mayes at (804) 931-7225 or [sponsorships@ccllbaseball.com](mailto:sponsorships@ccllbaseball.com) with questions.

## Incentive Program

Central Chesterfield Little League is a non-profit organization. The league relies heavily on community volunteerism but there are also many costs associated with running the league. Sponsorships help to offset the costs to the league and participants such as uniforms, equipment, umpires, and field maintenance.

### CCLL Sponsorship Incentive Program

To promote league sponsorships, we provide an incentive for league members to recruit a sponsor for the league. This is a great opportunity, so please help us share news of this program so many can take advantage of it! There are four levels to the CCLL sponsorship incentive program that offers a full or partial refund based upon the amount sponsored.

### **Incentive Program Details**

- **Triple Sponsorship (\$500): \$50 discount or refund for one player.**
- **Homerun (\$1000 up to \$1,499): Complete waiving or refund of entire registration fee for one player.**
- **Grand Slam (\$1,500 up to \$2,499): Complete waiving or refund of entire registration fees for up to two players.**
- **Perfect Game (\$2,500 or higher): Complete waiving or refund of entire registration fees for up to four players.**

### Incentive Program Guidelines

- Sponsor must be directly referred to league sponsorship coordinator
- Referral can be done via email or phone call by league member making the referral to league sponsorship coordinator
- The sponsorship coordinator can meet and work with potential sponsors to finalize sponsorship level
- CCLL must be in receipt of the payment from sponsor prior to any discount or refund is applied
- League members that own their own business or directly manage a business are eligible for this program
- All sponsors are subject to approval by the CCLL Board of Directors

Any questions on the incentive program can be made directly to the league Sponsorship Manager, Joe Mayes. He can be reached via email at [sponsorships@ccllbaseball.com](mailto:sponsorships@ccllbaseball.com) or by phone/text at (804) 931-7225.