



**North Garland
Sports Association**

Sponsorship Guidelines



Change and Revisions Log

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Table of Contents

Section Title	Page
Article 1 - Authority	1
Article 2 - Responsibility	1
Article 3 - Sponsorship Levels and Benefits	1
Sponsorship Form for Distribution	6
Donation Receipt Template	8



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1. Purpose of the Document

- 1.1. NGSA is a nonprofit organization (501 c 3) that operates through the gracious donations of products, services and financial support of patrons and businesses that surround the Garland and surrounding communities.
 - 1.1.1. This support is vital for its existence.
 - 1.1.2. We ask for contributions to keep youth baseball in our community and keep our young people growing in mind, spirit and body.
- 1.2. Define and outline sponsorship rules and guidelines
- 1.3. Define use of sponsorship monies

2. Responsibility

- 2.1. It is the responsibility of the sponsorship coordinator to:
 - 2.1.1. Proactively solicit merchant sponsors for the League, including sales follow-up with those entities regarding their contributions to the League.
 - 2.1.2. Be responsible for merchant sponsor billings, tracking payment schedules, and send all receipt of payments to the Treasure and delivery of all goods owed to sponsors (plaques, ads in yearbook, field banners, website listings, etc)
 - 2.1.3. Be responsible for receipt of goods and services from merchant sponsors in lieu of cash payments.
 - 2.1.4. Receive any graphics from sponsors for banners and jerseys and notify the teams managers and the uniform director of the need for graphic placement

3. Sponsorship Levels and Benefits

- 3.1. League Level Sponsorships
 - 3.1.1. All league level sponsorships will be deposited to the general fund and used along with other funds to provide for the day to day operations of the league as well as any special needs that may arise
 - 3.1.2. Funds donated through specific fundraising activities for specific needs shall be listed under a budget line item for that specific need
 - 3.1.3. League level sponsorships are season specific unless noted otherwise in the sponsorship levels section
 - 3.1.3.1. League level sponsorships can be accepted at anytime
 - 3.1.3.2. Spring Season is noted as January through May
 - 3.1.3.3. Fall Season is noted as July through November
 - 3.1.4. All league level sponsors shall receive a receipt of donation that shall contain the following:
 - 3.1.4.1. the organization's name
 - 3.1.4.2. the amount of the contribution
 - 3.1.4.3. a description of any non-cash donations
 - 3.1.4.4. and a statement of whether any goods or services were



- provided in return.
- 3.1.4.5. For cash contributions over \$250, the receipt is required by the IRS and must state the amount and provide a good faith estimate of the value of any goods or services given back.
 - 3.1.5. A Sponsorship Form must be filled out for every sponsorship obtained by the league (see North Garland Sports Association Sponsorship Form below)
 - 3.1.6. Ideally, league level sponsorships would be finalized prior to the official start date of the season, however, if this is not possible, the sponsorship and its benefits shall apply to the remainder of that season.
 - 3.1.7. Benefits to the donor for league level sponsorships received within 4 calendar weeks of the end of the season shall be applied to the following season.
 - 3.1.8. The league has the responsibility to ensure all items are addressed within 15 business days of the reception of funds
 - 3.1.9. Sponsorship levels and their benefits:
 - 3.1.9.1. Double play - \$250
 - 3.1.9.1.1. Single Season sponsorship
 - 3.1.9.1.2. Sponsorship plaque given to business
 - 3.1.9.2. Home Run - \$500
 - 3.1.9.2.1. Single Season sponsorship
 - 3.1.9.2.2. Sponsorship plaque given to business
 - 3.1.9.2.3. Front page recognition on the NGSA website with a link to the business (as applicable)
 - 3.1.9.2.4. (1) 3*6 banner as advertisement placed on (1) outfield fence for the duration of the season
 - 3.1.9.3. Triple Crown - \$1000
 - 3.1.9.3.1. Single Season sponsorship
 - 3.1.9.3.2. Sponsorship plaque given to business
 - 3.1.9.3.3. Front page recognition on the NGSA website with a link to the business (as applicable)
 - 3.1.9.3.4. (1) 3*6 banner as advertisement placed on (1) outfield fence for the duration of the season
 - 3.1.9.3.5. (1) additional 3*6 banner to be displayed on an additional outfield fence for the duration of the season
 - 3.1.9.4. Dugout - \$1750
 - 3.1.9.4.1. 2 Season Sponsorship
 - 3.1.9.4.2. Sponsorship plaque given to business
 - 3.1.9.4.3. Front page recognition on the NGSA website with a link to the business (as applicable)
 - 3.1.9.4.4. (1) 3*6 banner as advertisement placed on (1) outfield fence for the duration of the season
 - 3.1.9.4.5. (1) additional 3*6 banner to be displayed on an additional outfield fence for the duration of the season
 - 3.1.9.4.6. (1) additional 3*6 banner to be displayed on a dugout fence for the duration of the season



- 3.1.9.4.7. Option for the donor to set up a booth at our opening ceremonies for the season.
 - 3.1.9.4.7.1. Donor must follow all permitting and regulatory requirements as set forth by the City of Garland
 - 3.1.9.4.7.2. In the event the sponsorship is received after the official opening date of the season, the donor may elect to set up a booth during (1) regular season game
- 3.1.9.5. Board - \$2500
 - 3.1.9.5.1. 2 Season Sponsorship
 - 3.1.9.5.2. Sponsorship plaque given to business
 - 3.1.9.5.3. Front page recognition on the NGSA website with a link to the business (as applicable)
 - 3.1.9.5.4. (4) 3*6 banners as advertisement placed on (4) outfield fences for the duration of the season
 - 3.1.9.5.5. (1) additional 3*6 banner to be displayed on an additional outfield fence for the duration of the season
 - 3.1.9.5.6. (1) additional 3*6 banner to be displayed on the fence behind home plate of (1) field
 - 3.1.9.5.7. Option for the donor to set up a 10*10 booth at our opening ceremonies for the season.
 - 3.1.9.5.7.1. Donor must follow all permitting and regulatory requirements as set forth by the City of Garland.
 - 3.1.9.5.7.2. In the event the sponsorship is received after the official opening date of the season, the donor may elect to set up a booth during (1) regular season game
- 3.2. Team Level Sponsorships
 - 3.2.1. All team level sponsorships are 50/50 split with the league.
 - 3.2.1.1. League owned funds will be deposited to the general fund and used along with other funds to provide for the day to day operations of the league as well as any special needs that may arise
 - 3.2.1.2. All team funds will be deposited to a line item fund specific to team sponsorships
 - 3.2.1.3. In order for the team to use the funds:
 - 3.2.1.3.1. Approval must be gained through the treasurer prior to purchases in writing via email
 - 3.2.1.3.2. The team will use their own funds to purchase the approved items/services
 - 3.2.1.3.3. The team will submit a reimbursement form to the treasurer to include itemized receipts via email
 - 3.2.1.3.4. The treasurer shall issue reimbursement within 5 business days of reception of the reimbursement form
 - 3.2.2. Funds donated through specific fundraising activities for specific needs shall be listed under a budget line item for that specific need
 - 3.2.3. All team level sponsorships are season specific.



- 3.2.3.1. Spring Season is noted as January through May
- 3.2.3.2. Fall Season is noted as July through November
- 3.2.4. Team level sponsorships must be finalized 5 weeks prior to the beginning of the season. This is the time that jerseys are ordered.
 - 3.2.4.1. Team level sponsorships received after jerseys are ordered will not include logos or names on jerseys or hats
 - 3.2.4.2. Should the sponsor request it, the team will be responsible for placing the logo after the reception of jerseys at the cost of the team from their donated funds
- 3.2.5. All team level sponsors shall receive a receipt of donation that shall contain the following:
 - 3.2.5.1. the organization's name
 - 3.2.5.2. the amount of the contribution
 - 3.2.5.3. a description of any non-cash donations
 - 3.2.5.4. and a statement of whether any goods or services were provided in return.
 - 3.2.5.5. For cash contributions over \$250, the receipt is required by the IRS and must state the amount and provide a good faith estimate of the value of any goods or services given back.
- 3.2.6. A Sponsorship Form must be filled out for every sponsorship obtained by the league (see North Garland Sports Association Sponsorship Form below)
- 3.2.7. The league and team have shared responsibility to ensure all items are addressed within 15 business days of the reception of funds
- 3.2.8. Sponsorship levels and their benefits:
 - 3.2.8.1. Routine Play - \$250
 - 3.2.8.1.1. Sponsored team receives one extra day of practice
 - 3.2.8.2. Ground Rule Double - \$500
 - 3.2.8.2.1. Sponsored team receives one extra day of practice
 - 3.2.8.2.2. Company name or logo on the sponsored team's jersey (right sleeve)
 - 3.2.8.2.3. Sponsorship plaque for donor to display at their business with a team picture
 - 3.2.8.3. Fly Ball - \$1000
 - 3.2.8.3.1. Sponsored team receives one extra day of practice
 - 3.2.8.3.2. Company name or logo on the sponsored team's jersey (right sleeve)
 - 3.2.8.3.3. Sponsorship plaque for donor to display at their business with a team picture
 - 3.2.8.3.4. Front page recognition on our website with a link to your business
 - 3.2.8.3.5. (1) 3*6 banner as advertisement placed on the team's divisional field outfield fence for the duration of the season
 - 3.2.8.4. Stolen Base - \$1750
 - 3.2.8.4.1. Sponsored team receives one extra day of practice
 - 3.2.8.4.2. Company name or logo on the sponsored team's jersey



- (right sleeve)
- 3.2.8.4.3. Sponsorship plaque for donor to display at their business with a team picture
- 3.2.8.4.4. (1) 3*6 banner as advertisement placed on the team's divisional field outfield fence for the duration of the season
- 3.2.8.4.5. (1) additional 3x6 banner displayed on an additional outfield fence for the duration of the season
- 3.2.8.5. Grand Slam - \$2500
 - 3.2.8.5.1. Sponsored team receives one extra day of practice
 - 3.2.8.5.2. Company name or logo on the sponsored team's jersey (right sleeve)
 - 3.2.8.5.3. Sponsorship plaque for donor to display at their business with a team picture
 - 3.2.8.5.4. (1) 3*6 banner as advertisement placed on the team's divisional field outfield fence for the duration of the season
 - 3.2.8.5.5. (1) additional 3x6 banner displayed on an additional outfield fence for the duration of the season
 - 3.2.8.5.6. Option for the donor to set up a 10*10 booth at our opening ceremonies for the season.
 - 3.2.8.5.6.1. Donor must follow all permitting and regulatory requirements as set forth by the City of Garland.
 - 3.2.8.5.6.2. In the event the sponsorship is received after the official opening date of the season, the donor may elect to set up a booth during (1) regular season game

North Garland Sports Association Sponsorship Form



All donations go directly to support our players and their teams. Donations can be made at the team or league level. Please take a few minutes to read through our donation levels and select which one best fits your budget. Please see the North Garland Sports Association - Sponsorship Guidelines for full details. Questions can be directed to sponsorships@northbaseball.org. The NGSA family thanks you for supporting our organization.

League Level Sponsorships

League Level sponsorship funds benefit the league as a whole including equipment, field maintenance, and other league expenses.

Double Play Sponsorship - \$250.00

- Sponsorship plaque for you to display at your business

Home Run Sponsorship - \$500.00

- Double Play Sponsorship plus:
- Front page recognition on our website with a link to your business
- 1 - 3x6 banner displayed on 1 outfield fence for the duration of the season

Triple Crown Sponsorship - \$1000.00

- Home Run Sponsorship plus
- An additional 3x6 banner displayed on an additional outfield fence for the duration of the season

Dugout Sponsorship - \$1750.00

- Triple Crown Sponsorship plus:
- 1 - 3x6 banner displayed on 1 dugout fence for the duration of the season
- Setup a display booth at opening and closing ceremonies

Board Sponsorship - \$2500.00

- Dugout Sponsorship plus:
- 1 - 3x6 banner displayed on each of our 4 fields' outfield fences for the duration of the season
- 1 - 3x6 banner displayed on 1 field behind home plate

Team Level Sponsorships

All team level sponsorships are 50/50 split with the league. Sponsored funds will be reimbursed to the team as funds are approved, spent and receipts turned in.

Routine Play Sponsorship - \$250.00

- Sponsored team receives one extra day of practice

Ground Rule Double Sponsorship - \$500.00

- Routine Play Sponsorship plus:
- Company name or logo on the sponsored team's jerseys
- Sponsorship plaque for you to display at your business with a team picture

Fly Ball Sponsorship - \$1000.00

- Ground Rule Double Sponsorship plus:
- Front page recognition on our website with a link to your business
- 1 - 3x6 banner displayed on the team's divisional field outfield fence for the duration of the season

Stolen Base Sponsorship - \$1750.00

- Fly Ball Sponsorship plus:
- An additional 3x6 banner displayed on an additional outfield fence for the duration of the season

Grand Slam Sponsorship - \$2500.00

- Stolen Base Sponsorship plus:
- Setup a display booth at opening and closing ceremonies

NGSA is a nonprofit organization (501 c 3) that operates through the gracious donations of products, services and financial support of patrons and businesses that surround the Garland and Richardson community. Your support is vital for its existence. We ask for your contributions to keep youth baseball in our community and keep our young people growing in mind, spirit and body.

Please make all checks payable to "North Garland Sports Association". Mail to : NGSA, 1006 Worcester Ln, Garland, TX, 75040. Donation receipts are available upon request.

North Garland Sports Association Sponsorship Form



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Sponsorship Level:

League Level:

- ☐ Double Play - \$250
- ☐ Home Run - \$500
- ☐ Triple Crown - \$1000
- ☐ Dugout - \$1750
- ☐ Board - \$2500

Team Level:

- ☐ Routine Play - \$250.00
- ☐ Ground Rule Double - \$500
- ☐ Fly Ball - \$1000
- ☐ Stolen Base - \$1750
- ☐ Grand Slam - \$2500

Company Name: _____

Address: _____

Contact Name: _____

Contact Number: _____

Contact Email: _____

Sponsored Team Name and division if applicable:

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NGSA Donation Receipt

North Garland Sports Association
1006 Worcester Ln
Garland, TX 75040

972-495-1941

sponsorships@northbaseball.org

Dear _____:

Thank you for your donation to the North Garland Sports Association valued at \$_____. It is summarized as follows:

The North Garland Sports Association is classified as a 501(c)(3) non-profit organization by the standards of the Internal Revenue Service (IRS) and the State of Texas. Therefore, your donation may be tax deductible to the fullest extent allowable by law. This receipt is for your records.

The NGSA family thanks you for your gracious support of our organization.

Very Respectfully,