

Arden Little League Fundraising 2010

Dear Arden Little League Supporter,

For over 50 years, Arden Little League has taken pride in offering a first rate baseball program in our community. Our baseball programs, from Tee-Ball through Seniors, provide boys and girls ages 5 through 18 organized access to our national pastime, while instilling the Little League themes of Character, Courage and Loyalty into their everyday lives. Maintaining such an excellent program is not accomplished easily, however. Only through high levels of volunteerism and generous financial support from our community has allowed Arden Little League to operate while keeping the costs to participate at affordable levels for families.

As the Chair of the Fundraising Committee, I am often asked how the community, both businesses and individuals, can get involved to help our program. Over the years we have offered many ways for those wishing to help to participate. For 2010, a sampling of our campaigns includes:

- **Banners, Directory and Web Advertising** – Anticipated to be our most popular business sponsorship campaign, we have restructured this offering to include cross advertising opportunities. New options of advertising through a single channel or multiple channels will be available. See us when you sign up your child and take advantage of limited time Registration Day package specials. For more information, please contact Patrick O'Donnell at patrickodonnell@ardenlittleleague.com, Pete Nixon at petenixon@ardenlittleleague.com or Jason Reckers at jasonreckers@ardenlittleleague.com.
- **Bleacher Boosters** – Our most convenient and popular individual campaign, the Bleacher Booster program is an opportunity for all the players' families to show they support our league. This campaign is simply a flat \$25 donation to Arden Little League taken when you register for baseball each year. For more information, please contact Mary Dixon at marydixon@ardenlittleleague.com.
- **Bat-A-Thon** – We will be bringing back the Bat-A-Thon this year, a very fun and popular fundraising event from the past. The Bat-A-Thon gives players an opportunity to support their league by showcasing their skills and collecting pledges on how far they can hit a baseball. The Bat-A-Thon will take place during our Player Appreciation Day on May 1. More information will be available as the date draws near.
- **Volunteerism** – Volunteerism is the backbone of Arden Little League. If you would like to donate time, services or goods to help support the league, we appreciate any and all assistance. For more information, please contact Catherine Smith-Moore at catherinesmithmoore@ardenlittleleague.com.

For 2010, our fundraising efforts will be focused on facility improvements. Due to the size of our league and the number of games played on the fields, some areas at our facility are now in need of care. Our fences are in need of repair in places, our dugouts are in need of updating and our warm up facilities (batting cages and pitching mounds) are in need of expansion. Our goal is to fund most of these projects with this year's fundraising efforts.

Through your help, whether monetary or volunteered time, Arden Little League will be able to maintain the high level of excellence it has delivered year after year. On behalf of the Arden Little League Board of Directors, players and volunteers, I thank you for your support.

Sincerely,


John W. Hartman
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Arden Little League Fundraising Committee
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