



## Philadelphia Adult League Softball T-Shirt Sponsorship Opportunity

Thank you so much for considering a partnership with Philadelphia Adult League Softball (PALS) as a sponsor of our player t-shirts! We founded PALS in 2012 because—as avid softball players—we wanted to be a part of a league that not only provided an excellent playing experience and promoted inclusion but also gave back to the community. Today, we offer four mixed-gender softball leagues in West Philadelphia (48th and Brown) on Sundays, Mondays, Tuesdays, and Thursdays that provide a fun and competitive atmosphere and personalized service for all of our players while supporting multiple non-profits engaged in meaningful work as well as our own community initiatives and partnerships. In 2023, we founded our non-profit charitable arm Change Up Sports to take our sports-based youth development efforts to the next level and expand our impact.

We offer a range of t-shirt sponsorship opportunities that come with a number of benefits. By adding your logo to the back of our high-quality t-shirts, you will promote your business to a core group of highly-engaged, athletic young professionals who wear their shirts both on and off the field each week, as well as at tournaments and other PALS-sponsored activities throughout two seasons. We currently engage roughly 40 teams a season comprising an average of 12 to 15 players each, meaning that you will gain access to between 400 and 500 players in several key target demographics each season. The majority of players are between 25 and 40 years old and live within Philadelphia. Approximately 60% are men and 40% are women.

This year, your sponsorship will have an even greater impact as 100% will go to support our sports-based youth development initiatives in Sierra Leone, Belize, and Philly through our non-profit charitable arm Change Up Sports, and you will be helping to increase access to softball and baseball for vulnerable young people around the world. You can learn more about PALS at [phillypals.com](http://phillypals.com) and more about Change Up Sports at [letschangeupsports.org](http://letschangeupsports.org).

### Benefits

By becoming a t-shirt sponsor, you will receive:

- Your company's one color logo/name on the back of at least 1,250 t-shirts for the Spring/Summer and Summer/Fall Seasons, worn by players and league officials (size and placement dependent on sponsorship level)
- Recognition as a league sponsor on our website ([www.phillypals.com](http://www.phillypals.com))
- A minimum of two mentions as a league sponsor on our highly-engaged social media channels
- Inclusion in email blasts to our 2,475 supporters
- An invitation to and recognition at our End of the Season Celebration and Awards Party
- PALS t-shirts featuring your logo (number of shirts dependent on sponsorship level)





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## Sponsorship Levels

We have two sponsorship levels available: one opportunity at \$750 for the presenting t-shirt sponsor and several opportunities at \$200. Both levels come with the range of benefits detailed on the first page. As noted, 100% of your sponsorship funds will go to support our sports-based youth development initiatives through our charitable arm Change Up Sports. For more information or to confirm your sponsorship, please contact Kelly O'Connor, League Director and Co-Founder, at [kelly@phillypals.com](mailto:kelly@phillypals.com) or 302.540.6571. Your confirmation and one color logo (EPS file format preferred) is needed by March 6 to be included for the season.





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### PALS around Philadelphia....and the world!

PALS players don't just wear their shirts at the field each week—they wear them throughout Philadelphia and on their travels around the country and the world. This means that your logo will reach potential customers far beyond the softball field. And, we encourage players to take and share their photos of them wearing their PALS shirts on social media, which means you'll be able to see just how far that reach truly is.

