

2010
BERKSHIRE



**BASEBALL &
SOFTBALL CLUB**

Established 1989

**Advertising
Opportunities**

www.berkshirebaseball.com

The Berkshire Baseball Club is asking for your support for the upcoming season. Without the support of businesses and individuals like you, the success and growth that our organization has experienced over the last several years would not have been possible.

Originally founded in 1989 as the Berkshire Red Sox Baseball Club, our organization changed its name in 2002 to the Berkshire Optimist Baseball Club, Inc. We are a non-profit 501(c)3 corporation, affiliated with Optimist International that supports and promotes both youth and adult baseball in Berks County.

For the 2010 season, we will be sponsoring at least eight (12-U, 13-U, 14-U, 16-U, 18-U, Collegiate Age, Unlimited Age and Over-28) Berkshire Red Sox youth and adult baseball teams and six (12-U, 13-U, 14-U, 16-U, 18-U, Collegiate Age) Berkshire Blue Sox youth and adult baseball teams.

In addition, we also sponsor two very important programs that we're extremely proud of. We underwrite the ***Berkshire Scholarship Fund***, which has awarded over \$30,000.00 in baseball and softball scholarships since its inception in 2002. We also sponsor our **World Equipment Outreach Program**, which is a program that collects used baseball and softball equipment and distributes it to underprivileged children both here in Berks County through a partnership with the Olivet Boys & Girls Clubs as well as overseas through a partnership with the National Alliance of Youth Sports (NAYS) and their Global Gear Drive.

Although both of these projects are very worthwhile, they are also very costly to operate annually. Our organization depends on contributions from individuals and businesses so that we can continue to underwrite both of the very worthwhile programs.

Our 2010 program will be distributed at each of our team's home games, all of our Berkshire Tournament Baseball events, our golf tournament as well as at our annual scholarship banquet.

All in all, 4,000 copies of the program will be distributed at over 1,000 local baseball games throughout the Spring, Summer and Fall. We hope for even more community support in an effort to have yet another successful season and be able to touch the lives of even more young people.

According to figures provided to us by the Reading & Berks County Visitors Bureau, our events generate over \$500,000 annually to our local economy.

Enclosed you will find the advertising choices and rates for the 2010 Berkshire Baseball season. We hope that you will take advantage of one of these great advertising opportunities and help support baseball in Berks County. Please complete the form on the back of this brochure and return a copy of your ad along with your payment or billing instructions.

You can always stay updated on our organization at www.BerkshireBaseball.com.

Thank you in advance for your support.

Please feel free to contact us at 610-927-4306 with any questions regarding the program or our organization in general.



PROGRAM & NEWSLETTER ADS

Choose from several size advertisements in our annual program or our quarterly newsletter, they are:

PROGRAM ADVERTISING RATES:

- Personal Patron (one line) - \$5.00 & Up**
- Business Patron (one line) - \$20.00**
- Professional Patron (Name & Phone) - \$25.00**
- Booster (three lines) - \$35.00**
- 1/20 Page Ad - \$40.00**
- 1/16 Page Ad - \$50.00**
- 1/8 Page Ad (Business Card) - \$100.00**
- 1/4 Page Ad (4" x 5") - \$150.00**
- 1/2 Page Ad (8" x 5") - \$200.00**
- Full Page Ad (8" x 10") - \$250.00**
- Inside Front or Back Cover - \$300.00**
- Back Cover (Full Color) - \$500.00**

Deadline: April 1, 2010. Circulation 4,000 copies.

QUARTERLY NEWSLETTER AD RATES:

- 1/8 Page Ad (Business Card) - \$50.00**
- 1/4 Page Ad (4" x 5") - \$75.00**
- 1/2 Page Ad (8" x 5") - \$100.00**
- Full Page Ad (8" x 10") - \$125.00**

Deadlines: 15 days prior to publish dates. Circulation, 2,500 copies, direct mailed and placed with sponsors.

GOLF TOURNAMENT SPONSOR

Purchase a Tee or Green sign at our Spring Fundraising Golf tournament at Willow Hollow Golf Course in Leesport, PA:

- Tee Sign (8-1/2" x 11") - \$30.00**
- Green Sign (8-1/2" x 11") - \$30.00**
- Combo Tee & Green Signs - \$50.00**

Deadline: Three days prior to the tournament.

BERKSHIRE BASEBALL CLUB

Phone: 610-927-4306 Fax: 610-927-4307

2010 SPONSORSHIP FORM

NAME OF COMPANY _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE (_____) _____ FAX (_____) _____

EMAIL ADDRESS _____

PLEASE MAKE SPONSORSHIP SELECTION

QTY.	TYPE OF ADVERTISING PACKAGE	COST
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
TOTAL AMOUNT DUE		\$ _____

_____ Please bill us.

Signature required for later billing _____

_____ Check enclosed for full amount of advertisement.

MAKE CHECKS PAYABLE TO: BERKSHIRE BASEBALL & SOFTBALL CLUB, INC.

Please return completed form to:
Berkshire Baseball & Softball Club, Inc.
P.O. Box 170
Womelsdorf, PA 19567-0170

**** DEADLINES VARY, PLEASE REFER TO PREVIOUS PAGE ****