

“Sponsorship – Why and How”  
Portland Ultimate League  
(Maine)

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# Why Get Sponsorship?

- It's All About the Money
  - \$250/team x 32 teams = A LOT
  - Keeps dues down
  - More money for draft, Party, etc.
- It's About Much More than Money
  - Team Identity
  - Continuity
  - Post-Game is Where It's At
  - Free Beer!
- Promotes Growth

# How To Get Sponsors?

- Keep it Cheap
  - Gets Them Hooked
  - Raise Fee a Little Every Year as it Grows
- Pays For Itself
  - We Bring Customers to the Door!
  - Great Exposure for Out-of-the-way Places
  - Standings in the Paper
  - Logo and Name on Shirts
- Cool Shirts & Discs
- Great Target Audience
  - We Love Beer & Food
  - We Wear Cool High-Tech Gear

# But Best of All...

- It's SO MUCH FUN!
  - Incredible Social Scene
  - People Love It & Keep Coming Back