

ABBOTSFORD MINOR FASTBALL ASSOCIATION

Building Community Through Sport



Dear Valued Community Partner,

We are extending an invitation to partner with the Abbotsford Minor Fastball Association (AMFA) for our 2026 season!

At AMFA, we are dedicated to fostering youth development, teamwork, and community spirit through the game of fastball. This season, we expect to exceed 625+ registered players, making us the 2nd largest Minor sports association in Abbotsford. Each season, we welcome these players, their families, and fans to join us on the field, creating a vibrant hub of activity and connection in Abbotsford.

This year, we're looking to collaborate with businesses and organizations like yours to make the upcoming season our best yet. Your sponsorship will not only provide critical support for uniforms, equipment, and field maintenance but will also help us deliver memorable experiences at key events like our Opening Day, our Year-End Banquet, 20C Provincial Tournament (tentative) and our Spirit of the Game Tournament.

We offer a variety of sponsorship packages to ensure a fit for businesses of all sizes:

- o Presenting Sponsor - \$10,000+
- o Grand Slam Sponsor - \$5,000
- o Game Changer Sponsor - \$2,500
- o Triple Play Sponsor - \$500
- o Base Hit Sponsor - \$250

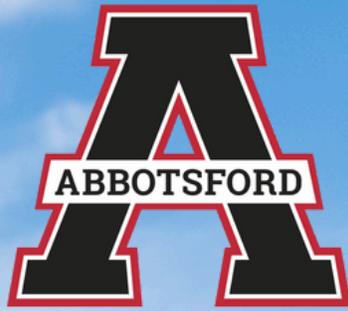
Each package is designed to maximize your brand's exposure through field signage, social media mentions, event recognition, and more. We would be happy to tailor a package to align with your goals and showcase your support for youth and community development. By joining hands with AMFA, you're not just sponsoring a sports league; you're investing in the future of our community. Together, we can inspire the next generation of athletes, leaders, and community champions.

We've enclosed a detailed proposal outlining our sponsorship opportunities and the incredible value your partnership will bring. Should you have any questions or wish to discuss this opportunity further, please don't hesitate to reach out to us at gary.mccaskill@amfa.ca

Thank you for considering this opportunity to make a meaningful impact. We look forward to partnering with you and making 2026 a remarkable year for Abbotsford Minor Fastball!

Warm regards,

Gary McCaskill
Manager of Fundraising
Abbotsford Minor Fastball Association
gary.mccaskill@amfa.ca
778-240-3261
www.amfa.ca



SPONSORSHIP PROPOSAL

Partner with Abbotsford Minor Fastball Association:
Building Community Through Sports



EFFORT



PASSION



COMMITMENT



INTEGRITY



EQUALITY

Sponsorship Opportunities for the 2026 Season

From the President

TOM EATON

President

The offseason is busy but rewarding; we want to thank the coaches and instructors for their passion for teaching during our offseason training. I would also like to thank the Executive Leadership team; your efforts to create a positive experience for everyone in the AMFA are unusual but seen. Most of all, to every one of the players who last season represented our brand, played with passion, trained with commitment, a heartfelt thank you.



Regarding significant events for the 2026 season, we plan to start things off with a bang. Opening Day is planned for April 4th, 2026, where we expect to have over 1000 people from the community out to Ex Park to enjoy the festivities. There will be games for little ones, a team parade, fun giveaways, and award presentations. This is one of the AMFA's signature events, and we hope to build on the event's multiyear momentum.

Our purpose is to connect our community and to help kids find joy in sport. If this purpose resonates with you and you want to get involved, please click the button below; our purpose becomes more of a reality with every willing volunteer.

With Gratitude,

On behalf of all the fantastic ambassadors associated with the AMFA, our inspirational coaches, our organized team managers, and the terrific Board members, it is with great pleasure that we welcome you to become a sponsor for the AMFA.

About the AMFA



The AMFA is a non-profit organization founded to provide local kids with the opportunity to play the game of softball at varying levels of competition. We are committed to player and skill development through facilitating a fun and safe sport environment. Our purpose is to strengthen our community by connecting citizens under a common interest and giving every child the opportunity to explore the joy of sport.



EFFORT

The vigorous or determined attempt for successful outcomes



PASSION

The intense desire or drive, and enthusiasm for achievement



COMMITMENT

The demonstrated dedication to an action or strategy to reach success



INTEGRITY

The presence and use of honesty and having strong morals on and off the field



EQUALITY

The awareness that all players should be treated fairly and to have the same opportunities for growth & development

Learn to Play Program

Our U5, U7 & U9 Program offers a welcoming introduction to the sport of softball, designed to be fun, active, and positive, with a gentle approach to competition.

This program invites children ages 4-8, regardless of skill level, to engage in drills that ensure equal practice opportunities, helping every player feel successful. Our goal is to build each child's confidence and develop the skills needed for a lifelong enjoyment of softball. Each level is crafted to suit children's developmental stages, both mentally and physically, so every participant has fun, experiences success, and is gradually introduced to a competitive atmosphere.

We emphasize core values commitment, effort, passion, integrity, and equality, which we bring to life as "show up, try hard, have fun, play fair and include all."

We're excited for a fantastic season, featuring new and improved lesson plans, weekly focuses on our core values, and a closing celebration for all players.



Event Highlights

At the Abbotsford Minor Fastball Association (AMFA), our events are the heart of our community, bringing together players, families, and fans to celebrate the spirit of the game. Three of our most cherished events, Opening Day, the Spirit of the Game Tournament, and the inaugural Year-End Banquet, showcase the passion and dedication that make AMFA a cornerstone of youth sports in Abbotsford.



Opening Day Celebration

Opening Day marks the official start of the AMFA season, kicking off with excitement, camaraderie, and community pride. Families gather to cheer on their teams, meet coaches, and celebrate the upcoming season.



20C Provincial Championships

The AMFA has bid to host this year's tournament, aiming to bring BC's top C-level teams to Abbotsford for an action-packed weekend—highlighting some who have been swinging a bat for a decade.



Spirit of the Game Tournament

This tournament is an annual event, specifically for U11 Recreational teams. This tournament aims to provide young, novice players with an exceptional experience that emphasizes the core values of commitment, effort, passion, integrity and equality.



Year-End Banquet

The Year-End Banquet is a time to reflect, celebrate, and honor the hard work and achievements of our players, coaches, and volunteers throughout the season. This memorable evening brings together the AMFA family for an inspiring end to the year.

Join Us in Making These Events Unforgettable!

Your sponsorship will help enhance these key events, ensuring they remain highlights of the AMFA experience while creating unique opportunities for your brand to connect with a vibrant and engaged audience.



Why Partner with the AMFA?

The Abbotsford Minor Fastball Association (AMFA) is more than just a sports league – we are a thriving community that fosters growth, teamwork, and connection among youth and families. Your sponsorship plays a vital role in sustaining this positive impact while offering you meaningful opportunities to showcase your business.



Amplify Your Brand's Visibility

With over 625+ players across 50 teams and hundreds of families attending games, practices, and events, your brand will gain exposure to a diverse and engaged local audience.

Align your business with a trusted community organization that shares your commitment to youth development and healthy living, showing your investment in them.

Build Stronger Community Connections

Create a Lasting Impact

Your partnership enables us to host inclusive and memorable experiences for children and their families, fostering values like perseverance, teamwork, and confidence.

Whether you're a small business or a large organization, our sponsorship packages are designed to provide meaningful value and recognition. We'll ensure your brand is seen.

Tailored Exposure for Every Budget

Be Part of a Legacy

Your sponsorship contributes to the long-term growth of youth sports in Abbotsford, leaving a positive imprint on generations of players and families.

Sponsorship Opportunities

Your sponsorship empowers over 625+ young athletes, supports community-building events, and provides essential resources like equipment and field maintenance while showcasing your business as a champion for youth and sports in Abbotsford.



Presenting Sponsor

\$10,000

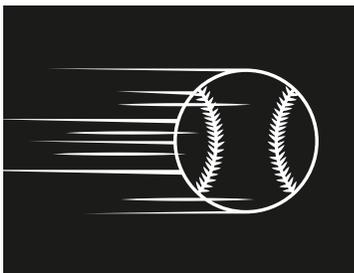
As the exclusive presenting sponsor for AMFA's flagship events, your brand will be at the center of our largest community gatherings, ensuring maximum visibility and impact.



Grand Slam Sponsor

\$5,000

Elevate your brand with premium exposure, including large field signage, jersey branding on two teams, and recognition across events and digital platforms.



Game Changer Sponsor

\$2,500

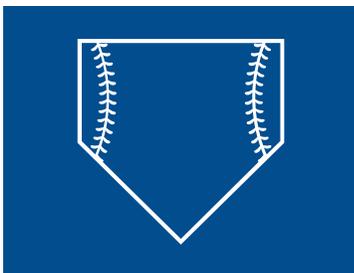
Showcase your business with field signage, jersey branding on one team, and acknowledgment at AMFA events and online channels.



Triple Play Sponsor

\$500

Promote your brand locally through field signage, website recognition, and public acknowledgment at opening and closing ceremonies.



Base Hit Sponsor

\$250

Support youth sports while gaining visibility through website and social media mentions and acknowledgment at AMFA events.

Thank You!

Joining Us in Making a Difference

Thank you for considering a partnership with the Abbotsford Minor Fastball Association. Your support not only helps us build better athletes but also stronger communities. Together, we can inspire the next generation of leaders and create memories that will last a lifetime.

If you're ready to join us as a sponsor or have any questions, we'd love to hear from you. Please don't hesitate to reach out using the contact information below. We're happy to tailor your sponsorship to meet your goals and make this partnership as impactful as possible.

We look forward to welcoming you as part of the AMFA family!



Gary McCaskill
Manager of Fundraising

☎ : 778-240-3261 ✉ : gary.mccaskill@amfa.ca





Abbotsford Minor Fastball Association: 2025-2026 Season Association-Level Sponsorship Agreement

Presenting Sponsor: \$10,000

(One Available)

- Main sponsor for the associations inaugural Year End Banquet
- Company logo on an AMFA banner, which will be prominently displayed at AMFA-wide events: Opening Day, Spirit of the Game Tournament, 13B Western's, Home Tournaments and Learn to Play Opening Day.
- Mention and link to website on AMFA social media
- Company logo and link to your website on AMFA website
- Company logo on Volunteer shirts at all events
- Letter of appreciation for your support from President of AMFA/Exec
- Company logo on LTP t-shirts (Learn to Play)

Grand Slam Sponsor: \$5,000

- Company logo on an AMFA banner, which will be prominently displayed at AMFA-wide events: Opening Day, Spirit of the Game Tournament, 13B Western's, Home Tournaments and Learn to Play Opening Day.
- Mention and link to website on AMFA social media
- Company logo and link to your website on AMFA website
- Company logo on Volunteer shirts at all events
- Letter of appreciation for your support from President of AMFA/Exec
- Company logo on Volunteer shirts at all events

Game Changer Sponsor: \$2,500

- Company logo on an AMFA banner, which will be prominently displayed at AMFA-wide events: Opening Day, Spirit of the Game Tournament, 13B Western's, Home Tournaments and Learn to Play Opening Day.
- Company logo and link to your website on AMFA website
- Letter of appreciation for your support from President of AMFA/Exec

Triple Play Sponsor: \$500

- Company logo on an AMFA banner, which will be prominently displayed at AMFA-wide events: Opening Day, Spirit of the Game Tournament, 13B Western's, Home Tournaments and Learn to Play Opening Day.
- Letter of appreciation for your support from President of AMFA/Exec

Base Hit Sponsor: \$250

- Letter of appreciation for your support from President of AMFA/Exec



EFFORT | PASSION | COMMITMENT | INTEGRITY | EQUALITY



Abbotsford Minor Fastball Association Association Sponsorship Agreement - 2026 Season

Company Name: _____ Primary Contact Person: _____

Primary Contact Phone: _____ Primary Contact Email: _____

Sponsorship Program

I am interested in being a sponsor (circle one):

\$1,000 / \$750 / \$500

Terms of Agreement

- o I will provide the funds via e-transfer or cheque, payable to Abbotsford Minor Fastball Association.
- o I understand what is included in my sponsorship package.
- o I am aware that for me to receive all the benefits of this sponsorship package, the sponsorship money needs to be submitted by February 15, 2026.
- o I agree to provide my logo in a high-quality vector file by February 15, 2026 or earlier. I am responsible for delivering my logo with the best quality and high resolution for printing purposes.
- o I know the season starts in early April and runs into the end of June, with championships happening in July. My sponsorship package will expire on July 31st, 2026.
- o I understand that if my company interacts in the public sphere, including on social media, in a manner that is contrary to the AMFA core values of effort, passion, commitment, integrity, and equality, my company logo and website may be removed from the AMFA website and social media pages and that my sponsorship may be revoked and that no refund of sponsorship fees will be available.

Additional Information

- o Please circle one:
 - I authorize my organization to be publicly announced on all social media pages. Yes No
 - I would be interested in being a part of brief social media clips. Yes No
 - I am aware of all the terms and conditions of the contract. Yes No

Social Media Handles or URL's

Facebook: _____ Instagram: _____

Print Name
Signature
Date

On behalf of the players, parents, and coaching staff of the Abbotsford Minor Fastball Association, thank you. Please feel free to contact Gary McCaskill if you need any further information.

- o 778-240-3261
- o gary.mccaskill@amfa.ca

With Gratitude.



EFFORT | PASSION | COMMITMENT | INTEGRITY | EQUALITY