



West Springfield Little League Team Banner Guide

Why is the banner important?

- It instills pride in the players - Kids like to see their names
- Sponsors like to see their names and information
- Banners serve as an advertising tool for sponsors
- Teams carry banners when they participate in the parade of teams during the opening ceremony

Items to include on banner

- League Name: West Springfield Little League
- Level of Team: Majors, AAA, AA, A, 5-T, or T-Ball
- Year: current year
- Players names
- Player's jersey numbers
 - Majors will have their jersey numbers
 - All levels below Majors do not receive their jersey numbers until after you receive the uniforms and distribute them out to the players, check with managers about number assignment. It may be that you do not have the jersey numbers for the banner printing and that is ok.
- Sponsor logo (if you do not have this reach out to the sponsor and request it)
- Additional sponsor information: Ideally both sponsor telephone number and web address should be included. Minimum of sponsor web address.
- Manager's name
- Coaches name(s)
- Team parent(s) (optional)

Where to get the team banner

- Team Banners 4U <https://teambanners4u.com/> (one of WSL's sponsors) **DO NOT** ask them for a discount. They have already given to the league through their sponsorship.
- Burke Sporting Goods <https://www.burkesports.com/>
- Team Sport Banners <http://teamsportbanners.com/>
- Ask about shipping charges
- You may use another vendor of your choice
- 3' x 5'- Standard banner size



What to do with the team banner

- Bring team banner to each game and hang on your team's dug out
- Remember to take banner down after each game
- If you can't be there, coordinate to have someone else do this
- Banners need to be up; part of sponsorship agreement is they are on the banner and it is displayed at the games
- You do not need to display the banner at practices

Associated Banner Costs

- Will the league reimburse the team parent for the banner cost. The answer is No.
- Regarding the banners, the cost is shared across the team families. The team parent should let the families know that there are a few minimal fees that they will be asked to help with (team banner, end of season party and optional coaches' gifts to name a few). The team parent should price out the banner, divide the cost among the number of player families and let them know that their contribution is X. Sometimes it is easier to ask families for a one-time contribution to cover these things (if you can estimate ahead of time) but others do it as they arise. Just assure people that you are trying to keep costs low.
- Banner example: Cost is \$95 plus tax (est 6.50 tax and flat shipping rate of \$10...so roughly a cost of \$111.5 /12 (number of players families on team) = \$9.29 each... so maybe you collect \$10 from each family and anything extra is applied to one of the other end of season items. It's easier to collect \$10 then 9.29 if you are collecting cash. But you may find you want to ask families to send payments to you via Venmo or PayPal so maybe \$9.29 would work. You can decide.
- Because the team parent typically places the order for the banner, they usually pay for the banner on a credit card then collect from the families and keep the funds to reimburse the banner cost and hold any extra until end of season. If you and your families work out something else that is ok.
- The banner cost is not to be incurred by the sponsor. The team families go in on the cost of the team banner. Sponsorships pay for team uniforms, balls, and other fees.

Sample Banners (see next page)

