

# WEST UNIVERSITY SOFTBALL ASSOCIATION

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HAVING FUN AND BUILDING CHARACTER  
ONE PITCH AT A TIME

# WEST UNIVERSITY SOFTBALL ASSOCIATION

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## **BACKGROUND:**

WUSA started in 1978 with fewer than 100 players. Over the years, the league has grown substantially and WUSA's reach has expanded beyond its original geographic roots. WUSA is the largest softball organization in the US with over 1,000 girls enrolled (Spring 2025) ranging in age from 5 to 15 years old. Although most of our girls live in the West University/Bellaire area, our league welcomes girls from all Houston areas.



## **OUR MISSION:**

WUSA is a neighborhood organization created to support and promote girls' softball. We provide recreational leagues in the spring and fall as well as competitive tournament teams to build athletic skills, self-esteem, and life-long friendships for our players. Our priorities are safety, fun, skill developments and winning, in that order. We partner with local governments, other youth sports associations, and community organizations to achieve our



goals. WUSA promotes sportsmanship and teamwork among coaches and players and strives to balance competition with participation, recognizing that both are important factors for athletic and character development.



## **OUR FACILITIES:**

WUSA maintains 13 softball fields around the West University / Bellaire area. Our main campus (South Campus), located just South of 610 Loop between Stella Link and Main, was built in 2008 and started with three fields. Since then, we've added and expanded concessions space, shade structures, batting cages, paved concrete parking lots and added two additional fields (for a total of 5) and most recently a 90' x 90' covered Hitting and Fielding Pavilion with up to 12 batting cage lanes. Our campus hosts numerous softball tournaments and has regulation field sizes suitable for high school and college games. We currently provide field space to the University of St. Thomas, Presbyterian School of Houston as well as Emory/Weiner School. Other WUSA field space is located at West University Elementary School (3 fields), Pershing Middle School (1 field), McGovern Park (1 field), and Bayland Park (3 fields).

## **SPONSORSHIP AND RECOGNITION:**

100% of sponsorships and donations are directed back into the league which has a material impact on our operating budget. WUSA is staffed entirely by volunteers: board members, auxiliary board, and parents and friends of the league. We achieve 100% parent-volunteer participation, including coaching, concessions operations, fundraisers, and managing all administrative aspects of the organization.

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## **Donor Recognition Levels 2026**

### **MVP Sponsor: \$50,000 or more in contributions**

- USA DeBusk
- Alta Resources

### **Grand Slam Level Sponsor: \$25,000 – \$49,999 in contributions**

- Children's Memorial Hermann Hospital
- City of West University Place
- City of Southside Place

### **Home Run Level Sponsor: \$10,000 – \$24,999 in contributions**

- PNC Bank

### **Triple Level Sponsor: \$5,000 – \$9,999 in contributions**

- Dick's Sporting Goods
- BDO
- Shaftel Diamonds
- University of St. Thomas

### **Double Level Sponsor: \$3,000 – \$4,999 in contributions**

- b1Bank
- Corient (+9U Division Sponsor)

### **Division Sponsor & WUSA Patron: \$1,000 - \$2,999 in contributions**

- Southern Turf Co.
- Buckley Performance
- RiceER (7U Division Sponsor)
- Smart Families
- Compass Realty & HTX Realty (Maggie Garza | Kristen Hensley)
- Porter | Hedges
- Greenwood King – Kristen Tillman
- Three Dog Bakery (8U Division Sponsor)
- Sonia Maderia – Compass Realty
- Buffalo Bayou Holdings
- Fajita Pete's
- Houston Cardiovascular Associates

### **Team Sponsors & Friends of WUSA: Up to \$999 contribution**

- Over 100 unique team sponsors for 2025

**\*In addition to branding options below, all sponsors receive special recognition on the WUSA website and links to your company website for all our enrolled families**

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## Available Sponsorship Options

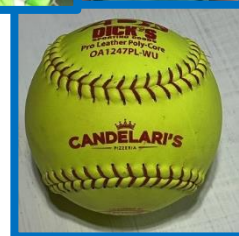
### **Uniform Sponsor: \$12,500 each (2 available: 1 Fall; 1 Spring)**

- Prominent Logo Placement on Player and Coach Jerseys
  - ~~Fall 2025 - Sold~~
  - Spring 2026 - Available



### **Softballs Sponsor: \$15,000 (1 available)**

- Company Logo Placement on WUSA 2026 season softballs (~5,000 softballs distributed during the season to ~150 teams in the league between the 2026 Spring and Fall Seasons)



### **Scoreboard Sponsor: \$5,000 each (6 available)**

- Prominent Logo Placement on a WUSA Field Scoreboard
  - ~~WUES Sold~~; SC#1, SC#2, SC#3, ~~SC#4 (Sold)~~, ~~SC#5 (Sold)~~

### **Foul Pole Sponsor - \$6,000 (5 available)**

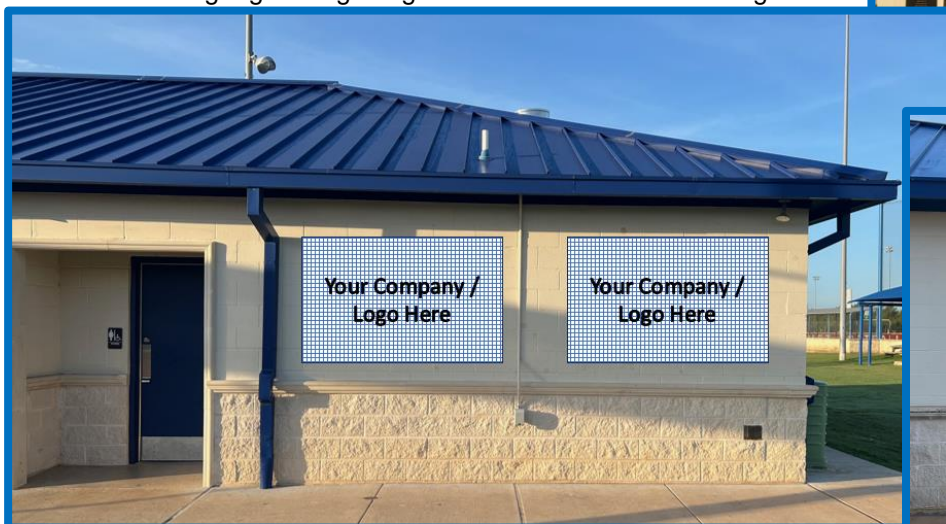
- 2 banners attached to the foul poles on one of our five South Campus fields
- Signage remains visible for 3 years

### **Field / Power Ally Sponsor: \$1,500 (10 available & with Division Sponsorship)**

- Prominent banner with your company logo displayed at the power ally outfield fence on a SC field

### **Concessions Sponsor**

- ~~Main Window: \$2,000 (1 sold)~~
- Prominent signage atop the concessions ordering window
- **Popsicle Window: \$200 (6 available)**
- Focused advertising to players
- **Concessions Building SC#1 Facing Wall: (2 available)**
- Prominent signage along a high-traffic area on main building





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## Field Batting Cages Sponsor: \$2,000 (10 available)

- Prominent signage along the WUSA batting Cages. Each batting cage is located along a main walkway with high foot traffic and visibility.
- SC Field 1; SC Field 2; SC Field 3; SC Field 4; SC Field 5



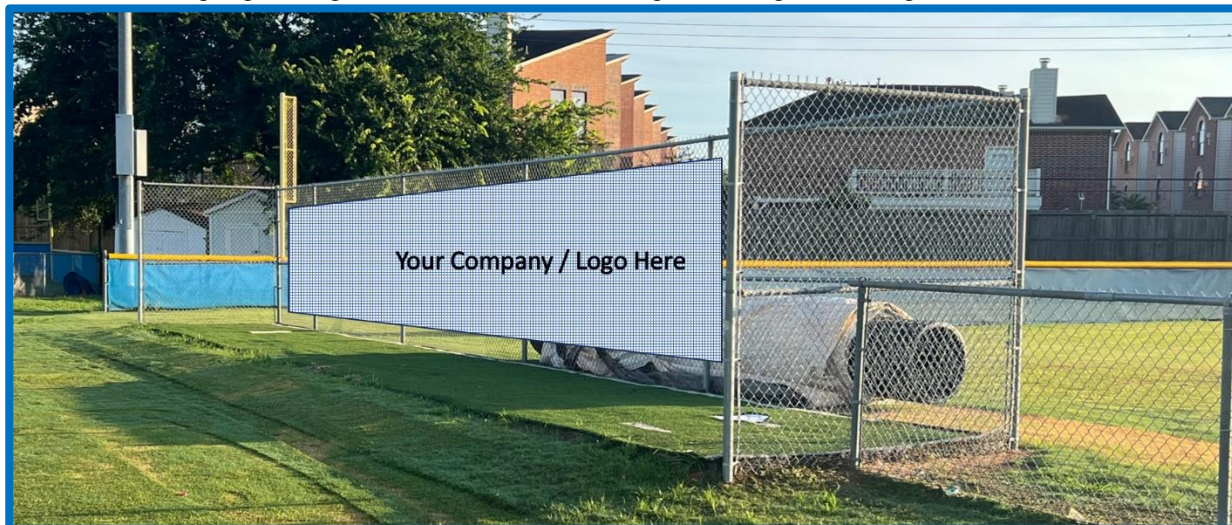


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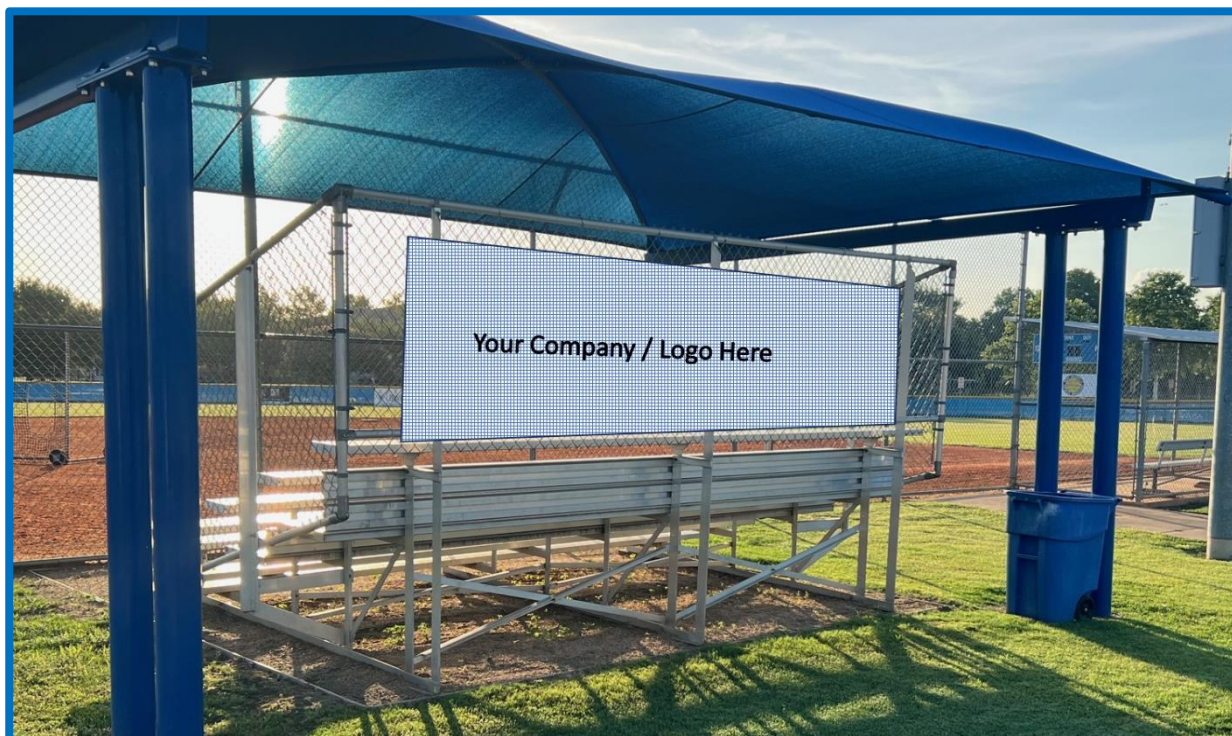
## **Pitching Lane Sponsor: \$2,000 (1 available)**

- Prominent signage along the WUSA Field 1 Pitching Lane. High traffic/high-use area



## **Bleacher Sponsor: \$1,500 (8 available)**

- Your company logo on prominent windscreen attached to the back of a stand of bleachers on one of the WUSA fields
- SC1-1B Side; SC1-3B Side; SC2-3B Side; SC2-1B Side; SC3-1B Side; SC4-3B Side; SC4-1B Side; SC5-3B Side; SC5-1B Side





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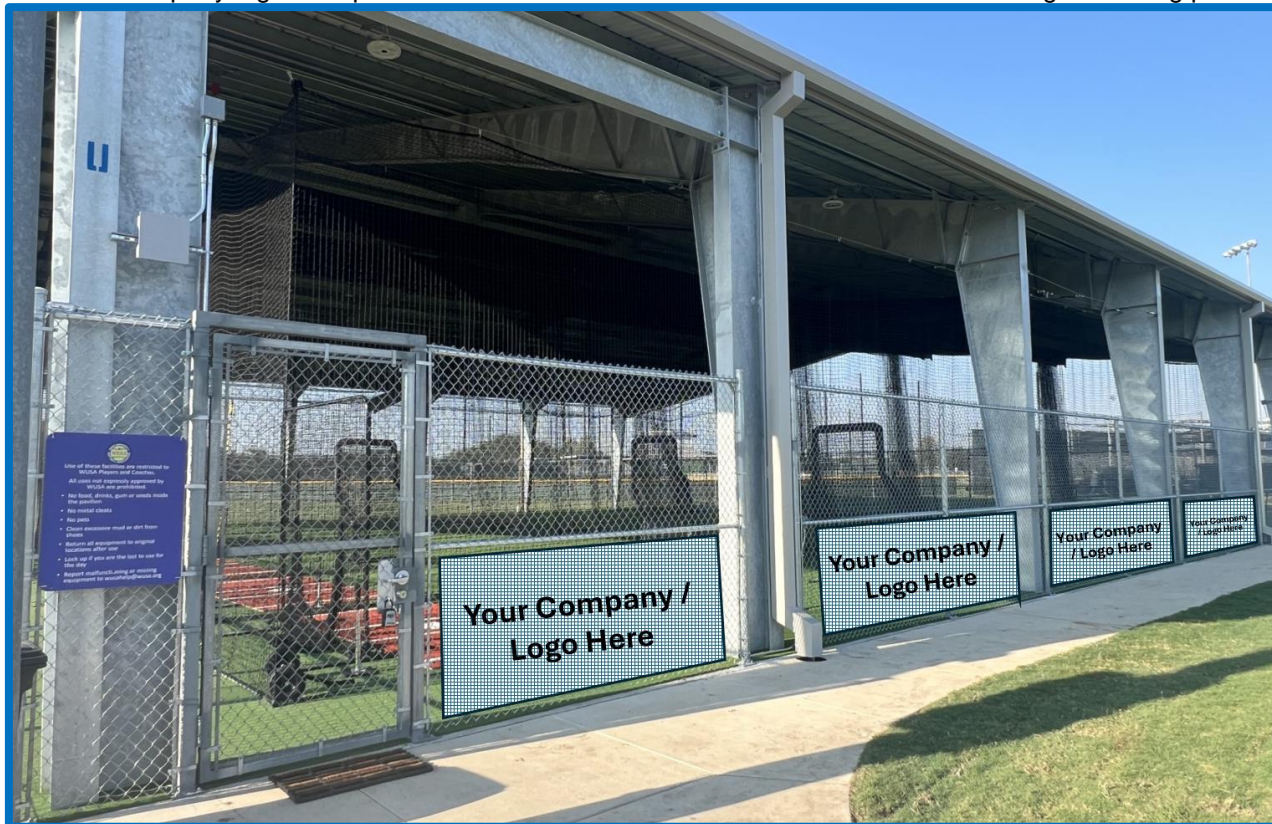
## Dugout Sponsor: \$1,500 (22 Spots)

- Your company logo on a prominent windscreen attached to the back of the dugout stand of bleachers on one of the WUSA fields
- WUES (Edloe St. Side), WUES (Goode St. Side), SC1-1B Side SC1-3B Side; SC2-1B Side; SC2-3B Side; SC3-1B Side; SC3-3B Side; SC4-1B Side; SC4-3B Side; SC5-1B Side; SC5-3B Side



## Hitting and Fielding Pavilion Sponsor: \$1,500 (4 spots available)

- Your company logo on a prominent windscreen attached to an entrance to the Hitting & Fielding pavilion.

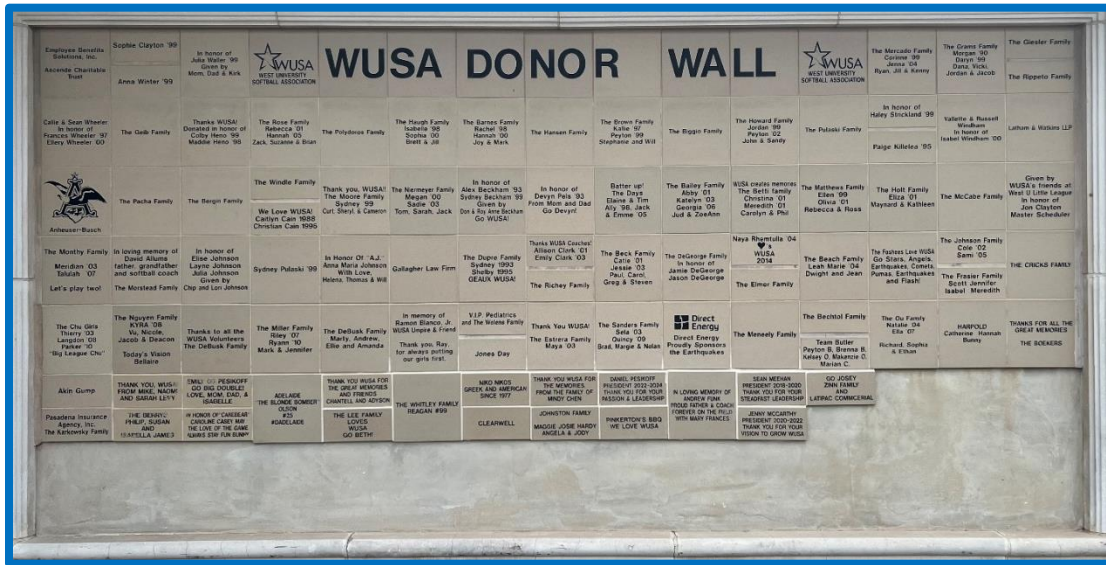




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**Donor Wall Tile: \$1,000 (4x8 size) – \$2,500 (8x8 size) (~40 spots available)**

- Make your memories or business logo a permanent fixture on our South Campus Donor Wall. Customize your tile to highlight your company or your family's experience in the league and become a permanent part of our South Campus facility.



## Sponsorship Wall

Located on Field Three, 3<sup>rd</sup> base side and visible to all visitors entering the facility. This sign has modular configuration updated annually to recognize MVP, Grand-Slam, Home Run, Triple, and Double Level Sponsors.





# WEST UNIVERSITY SOFTBALL ASSOCIATION

## Field Locations

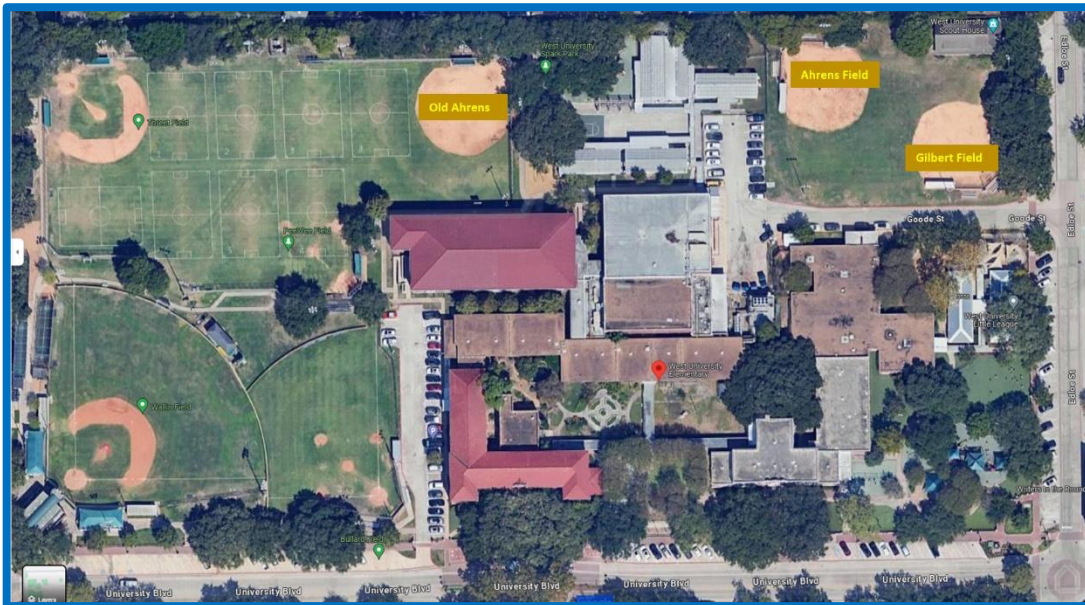
### SOUTH CAMPUS – MAIN LOCATION



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## WEST UNIVERSITY ELEMENTARY



## McGOVERN FIELD and PERSHING MIDDLE SCHOOL





## BAYLAND PARK CAMPUS



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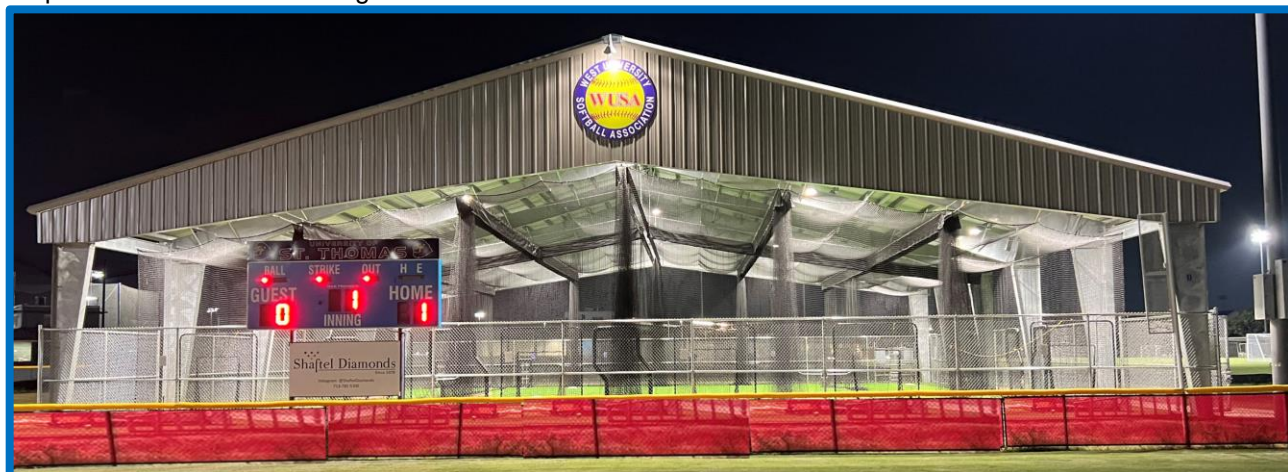
## WUSA 2025-2026 Capital Improvement Campaign

### **\*\*FINAL DONORS DRIVE\*\***

Opened 8/27/2025, this 90' x 90' covered Hitting & Fielding Pavilion is the latest addition to the WUSA assets. This facility has modular netting allowing the space to be completely open to run infield practice or sectioned off for up to 12 hitting lanes.

There are some final touches to complete to outfit the space with equipment such as hitting mats, screens and pitching machines. Donors will be recognized on a permanent donor wall located at the pavilion

Help us dress out this amazing new asset for WUSA.





# WEST UNIVERSITY SOFTBALL ASSOCIATION

## WUSA Sponsorship Order Form

Sponsor / Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Item	Brief Description*	Amount
Softballs Sponsor	Your logo printed on ~5,000 softballs the league uses	\$15,000
Uniform Sponsor	Logo is prominently placed on over 1,000 <u>Spring</u> Season Jerseys	\$12,500
Walkway Light Banners	Logo placement on SC walkway Lights with vertical banners for three years	\$12,500
Foul Pole Sponsor	Prominent banner on two Outfield Foul Poles of one field for three years	\$6,000
Scoreboard Sponsor	Prominent signage placement below the scoreboard	\$5,000
Pitching Lane Sponsor	Prominent banner along the WUSA SC pitching Lane	\$3,000
Concessions Sponsor	Prominent signage above the concession's main window	\$2,000
Batting Cage Sponsor	Prominent banner along a WUSA batting cage	\$2,000
Donor Wall Tile	Permanent recognition on our concessions donor wall - 8x8 size: \$2,500 - 4x8 size: \$1,000	\$2,500 \$1,000
Concessions Building Wall Sponsor	Prominent signage along the walls WUSA's Main SC Building	\$1,000
Bleacher Sponsor	Prominent signage along the back of a stand of bleachers	\$1,500
Dugout Sponsor	Prominent banner along the back of a dugout	\$1,500
Division Sponsor or Power ally Sponsor	Outfield Power-ally signage & Recognition as an Age Division sponsor for the season	\$1,500
Hitting and Fielding Pavilion Sponsor	Prominent banner next to one of two entrances to the hitting & Fielding pavilion	\$1,500
All-Star Player Jersey Sponsor	Logo is prominently placed on the Spring Season All-Star Teams Players Jerseys	\$750
Popsicle Window Sponsor	Signage next to the player's post-game popsicle pick-up window	\$200
WUSA Pavilion Capital Campaign Donor	Donors are recognized on a permanent donor wall to be located on the pavilion (please specify amount)	
*All sponsors receive recognition on the WUSA website for all of 2026		<b>Total</b>

Return forms to [president@wusa.org](mailto:president@wusa.org). A WUSA representative will invoice you for payment and attain your preferred logo, media images, and additional information.

*Thank you for your gift. WUSA is a nonprofit organization described by Section 501(c)(3) of the Internal Revenue Code. All contributions are tax deductible to the full extent allowable by law. Tax I.D. 74-2428647*

WUSA Internal Use: Final Sponsorship Level						
<input type="checkbox"/> MVP Over \$50,000	<input type="checkbox"/> Grand Slam \$25,000 – \$49,999	<input type="checkbox"/> Home Run \$10,000 – \$24,999	<input type="checkbox"/> Triple \$5,000 – \$9,999	<input type="checkbox"/> Double \$3,000 – \$4,999	<input type="checkbox"/> Single / Patron \$1,000–\$2,999	<input type="checkbox"/> Friend Up to \$999