

WEST UNIVERSITY SOFTBALL ASSOCIATION



HAVING FUN AND BUILDING CHARACTER
ONE PITCH AT A TIME

WEST UNIVERSITY SOFTBALL ASSOCIATION

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 2024) ranging in age from 5 to 15. 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). 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, St. Vincent DePaul & St. Anne Catholic Schools as well as Emory/Weiner School. Other WUSA field space is located at West University Elementary (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 2025

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

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
- Porter Hedges
- Greenwood King – Kristen Tillman
- Three Dog Bakery (8U Division Sponsor)

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

- Over 99 unique team sponsors expected 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~~ - Sold
- Spring - Available



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

- Company Logo Placement on WUSA 2025 season softballs (~5,000 softballs distributed during the season to ~150 teams in the league between the 2025 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~~, ~~SC#5 Sold~~

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

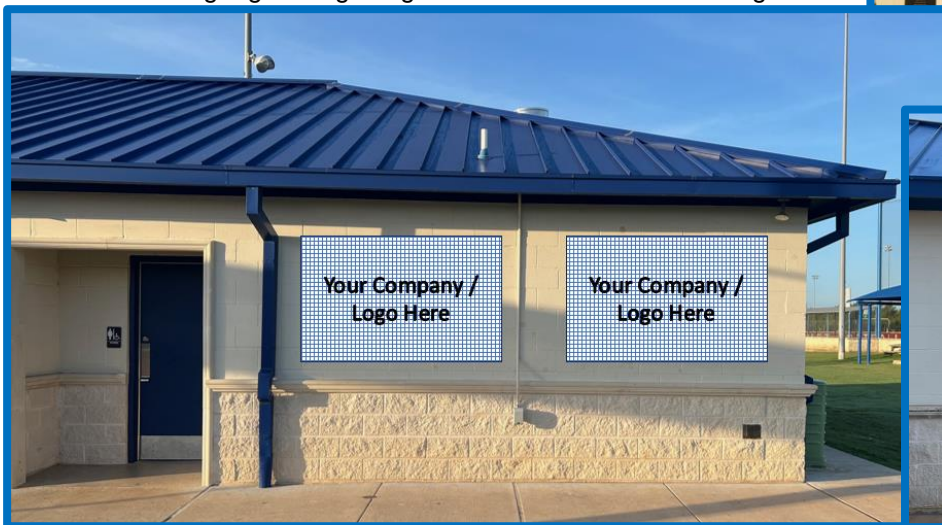
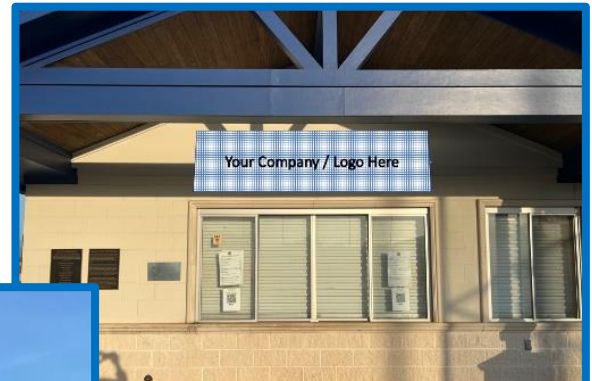
- 2 banners attached to the foul poles on one of our 5 South Campus fields
- Signage remains visible for 3 years

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

- 3ft x 8ft 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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Batting Cage Sponsor: \$2,000 (5 available)

- Prominent signage along the WUSA batting Cages. Each batting cage is located in 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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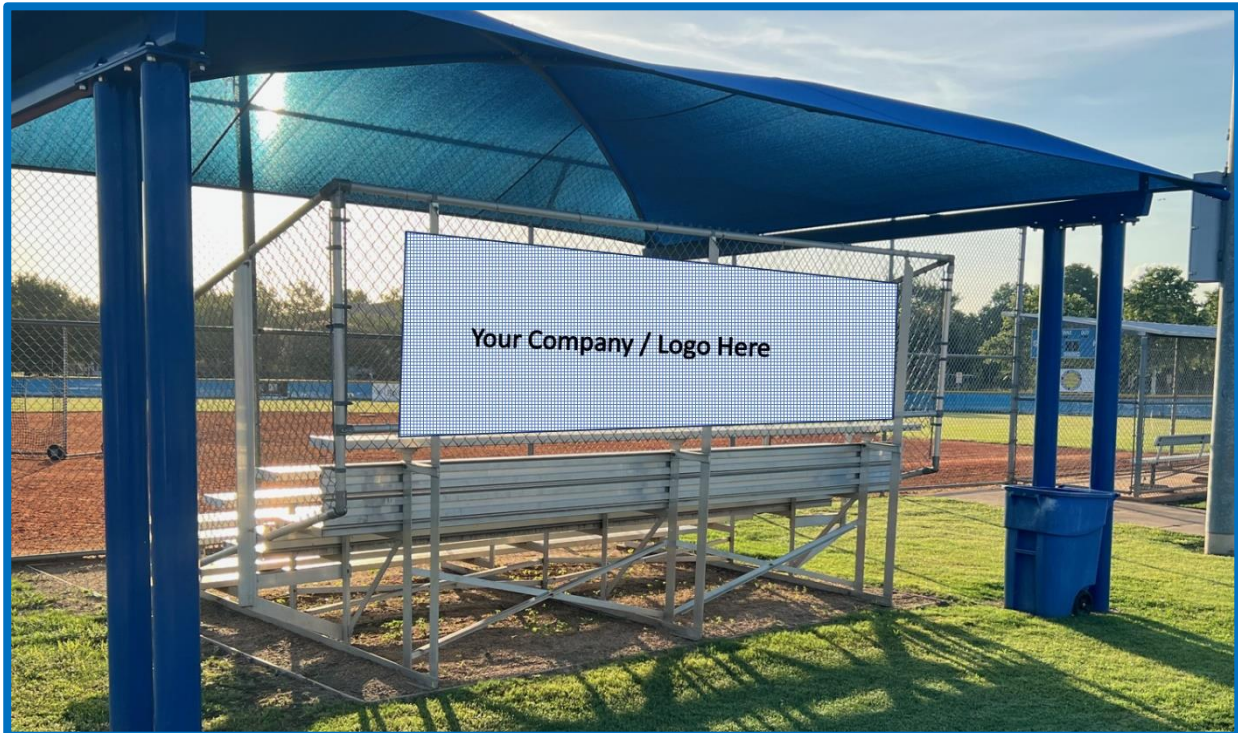
Pitching Lane Sponsor: \$2,000 (1 available)

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



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

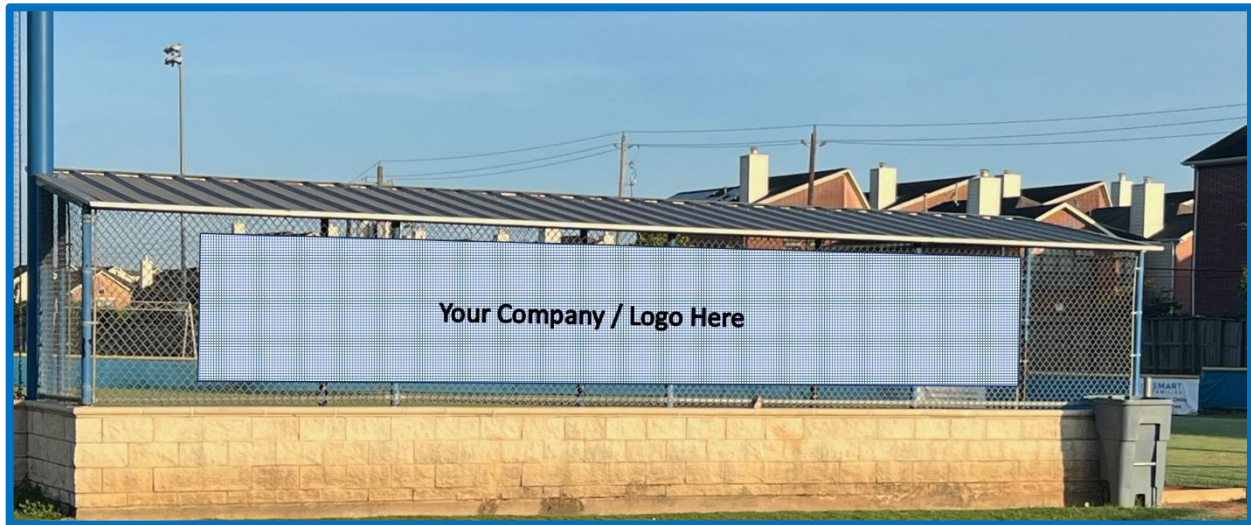
- Your company logo on a 5ft x 8ft windscreen attached to the back of a stand of bleachers on one of the WUSA fields
- ~~SC1-1B Side~~; ~~SC2-3B Side~~; SC2-1B Side; SC3-1B Side; ~~SC4-3B Side~~; ~~SC4-1B Side~~; SC5-3B Side; SC5-1B Side



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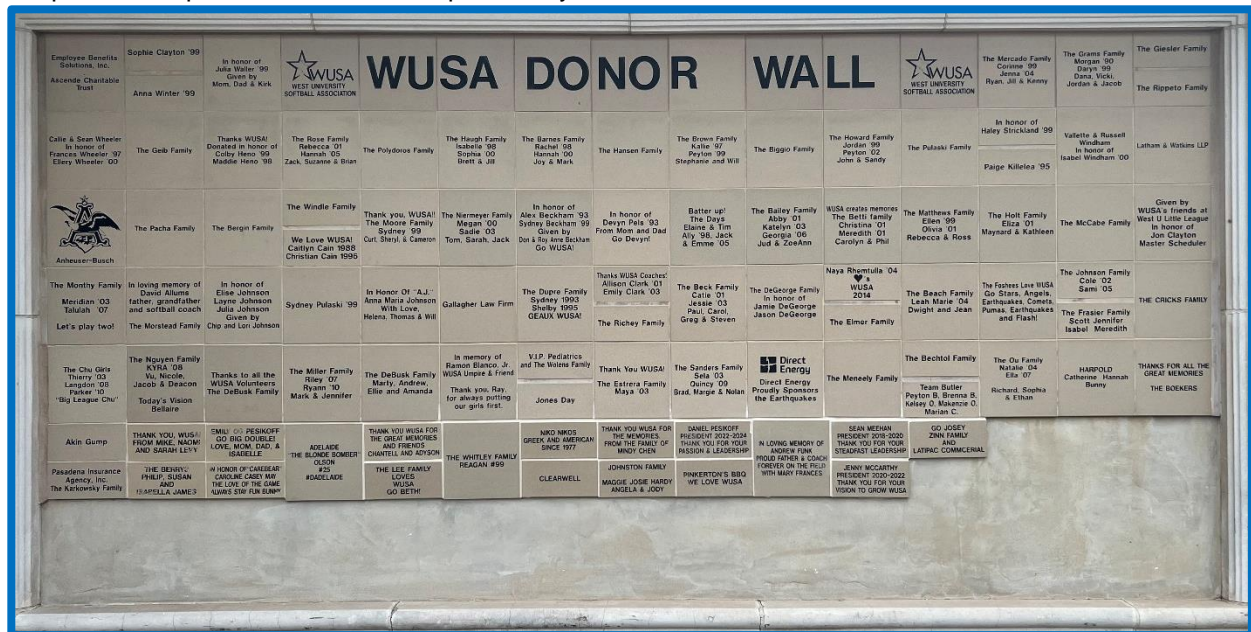
Dugout Sponsor: \$1,500 (14 Spots: WUES)

- Your company logo on a 5ft x 8ft windscreen attached to the back of the dugout stand of bleachers on one of the WUSA fields
- McGovern (Braes side), McGovern (Blue Bonnet Dr. Side), ~~WUES (Edloe St. Side)~~, ~~WUES (Goode St. Side)~~, ~~SC1-1B Side~~; SC2-3B Side; SC2-3B Side; SC3-1B Side; ~~SC4-3B Side~~; ~~SC4-1B Side~~; SC5-3B Side; SC5-1B Side



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.



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Sponsorship Wall

Located on Field Three, 3rd base side visible to all visitors entering the facility.
Modular configuration updated annually to recognize MVP, Grand-Slam, Home Run, Triple, and Double Level Sponsors



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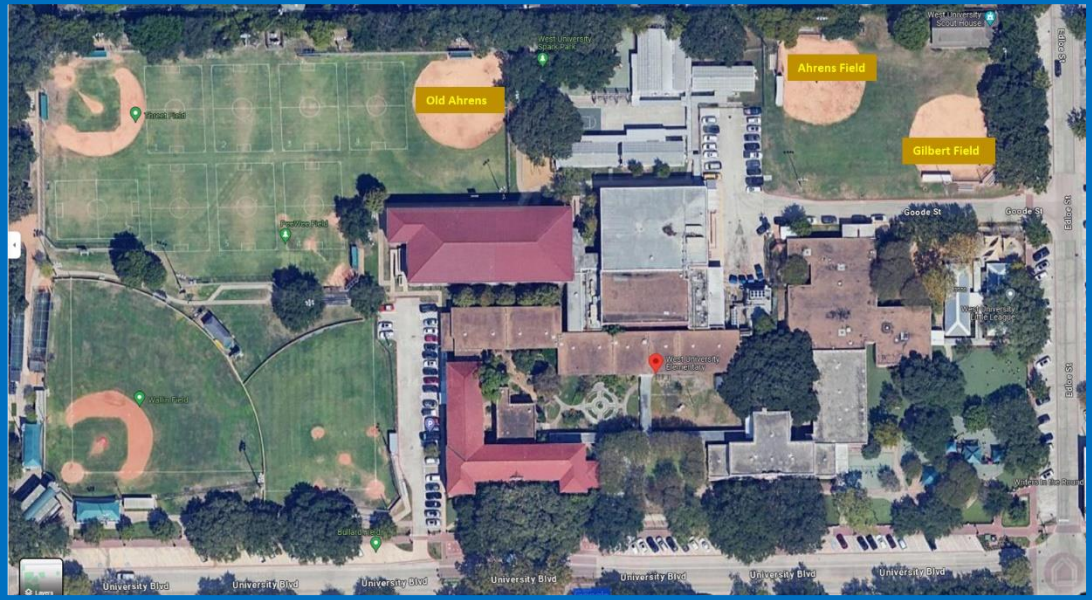
Field Locations

SOUTH CAMPUS – MAIN LOCATION

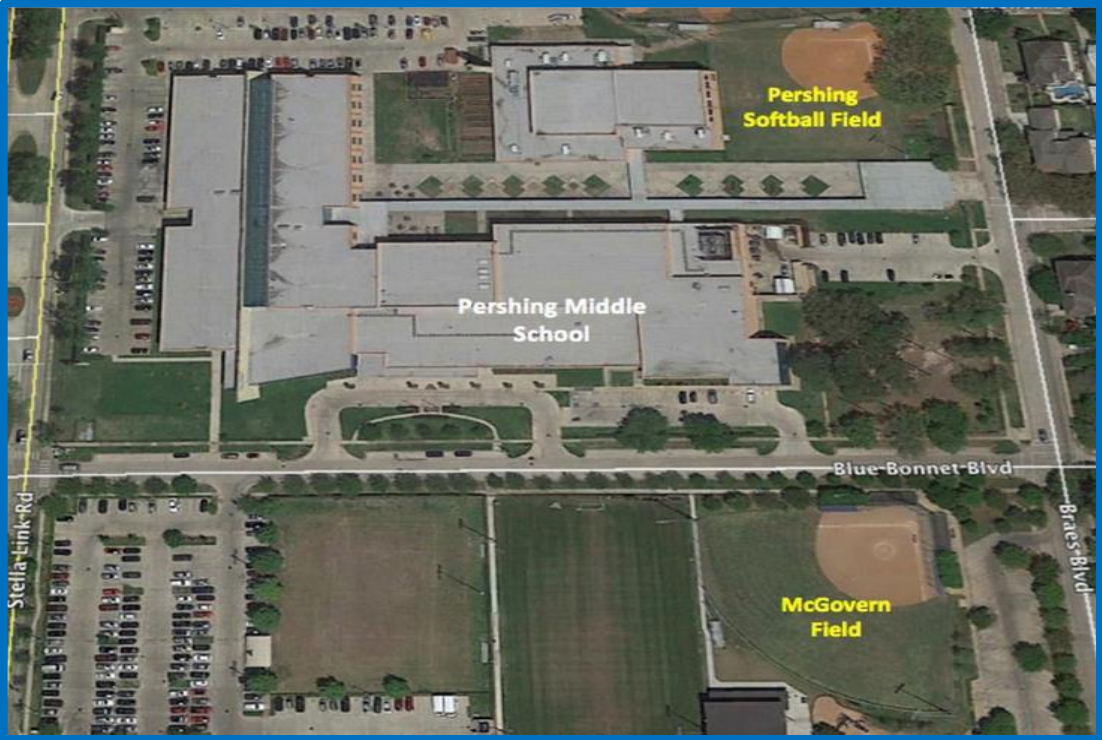


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WEST UNIVERSITY ELEMENTARY

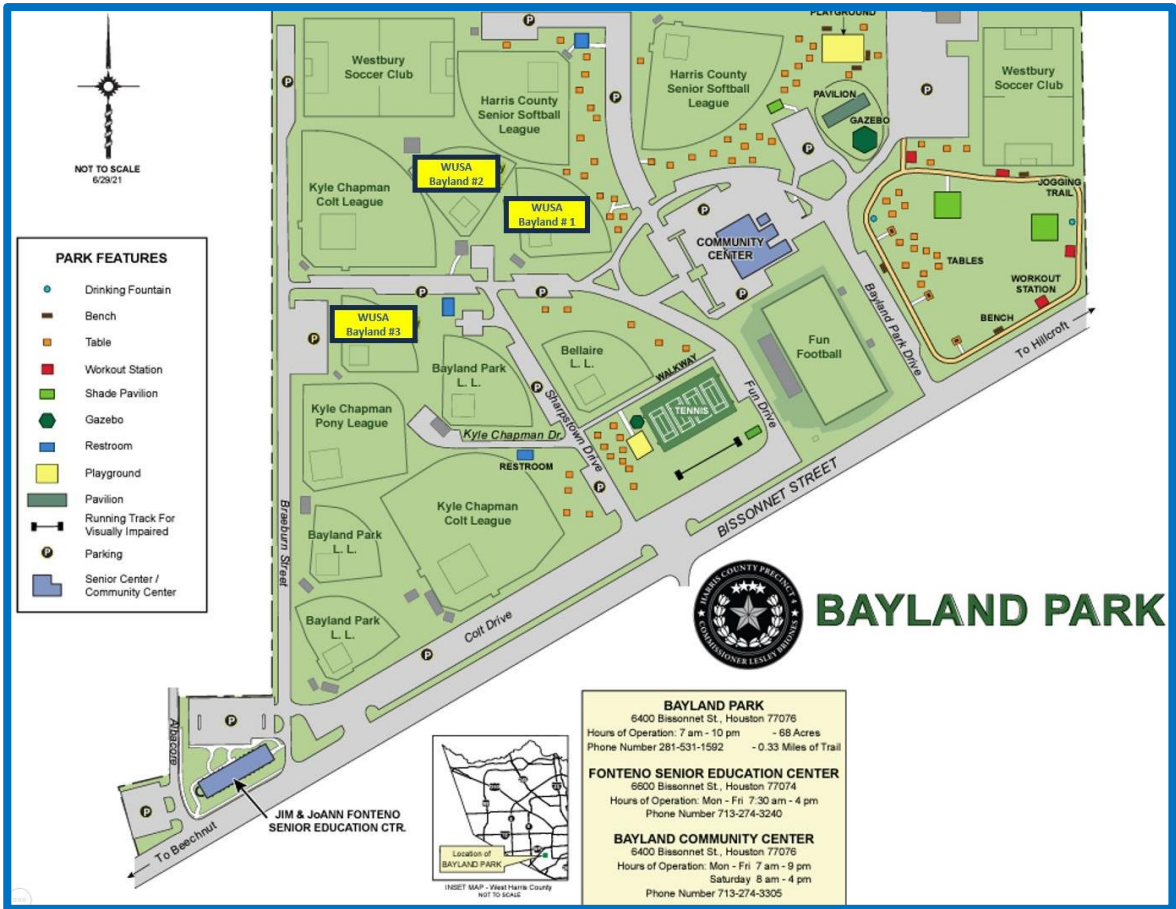


McGOVERN FIELD and PERSHING MIDDLE SCHOOL



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BAYLAND PARK CAMPUS



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WUSA 2024-2025 Capital Improvement Campaign

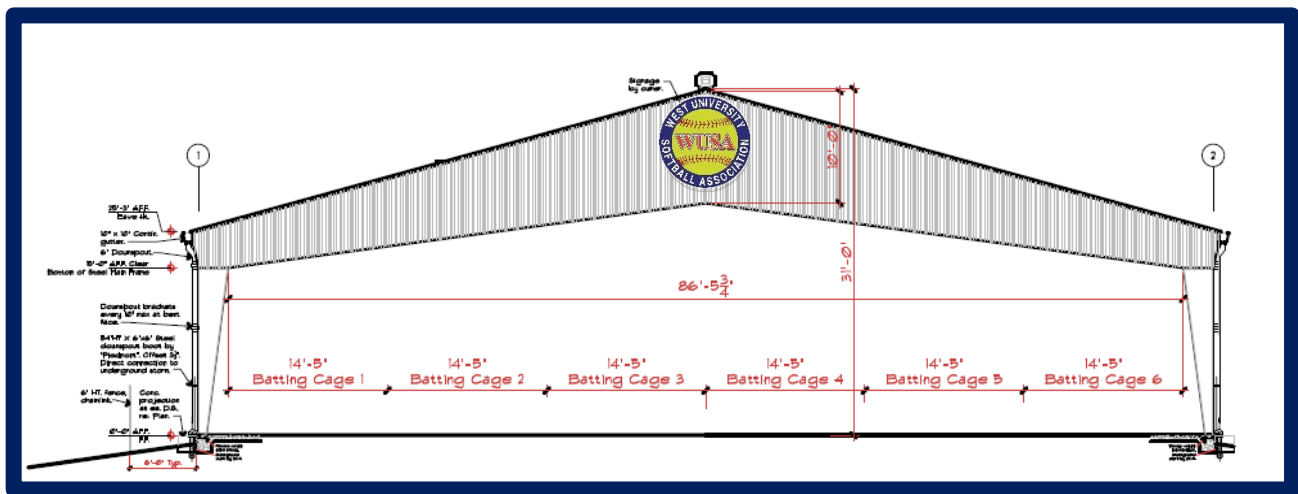
****Seeking Donor Support****

Donors will be recognized on a permanent donor wall located on the pavilion

WUSA Hitting & Fielding Pavilion



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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 <i>Spring</i> 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
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)	
<i>*All sponsors receive recognition on the WUSA website for all of 2025</i>		Total

Return forms to 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