

# Easy Sport Signs

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# About Us

We are a team of college students (Boston U and Bentley U) who grew up loving little league baseball and our families are still actively involved. We see this as a great opportunity to continue to support the sport we love while also building our dream to start a business.

Established in the beginning in 2011, co-founders Josh Falkson and Mike Carter look to improve local little league facilities by helping them increase their revenue raised through sponsorship.

Feel free to contact us anytime at [easysportsigns@gmail.com](mailto:easysportsigns@gmail.com) or call us at 508-954-4162.

# Our Business Concept

We provide a free service to companies, helping them to advertise in local sports organizations, while also supporting the organization.

Our service includes:

- Finding sponsorship opportunities that fit the companies target audience and criteria (location, size of banner, cost of sponsorship, type of organization being sponsored, etc...)
- Taking the company's logo or image and creating the banner to be displayed
- Relaying sponsorship and banner fees to sports organization

# Frequently Asked Questions

- **Will Easy Sport Signs charge advertisers more than the little league normally would?** No, we charge them the same amount that your program would.
- **How does Easy Sport Signs make their profit?** We make our profit in the difference in price between what we get our banners for, and what a little league program or company would pay for a banner. We are able to get the banners cheaper than the little league or one of the sponsoring companies because we buy banners in bulk with the same sign company.
- **How does the little league get the sponsorship money?** Easy Sport Signs collects payment from the sponsoring company for the sign and sponsorship cost. We then write a check to the town for the sponsorship cost for each sponsoring company we find.

## FAQ's Cont'd

- **How are sponsors guaranteed that their sponsorship fees go to the sports organization?** We will be contractually obligated to give the money to the sports organization. You can view and download the contract on our website: <http://easysportsigns.com/contract.html>
- **Will Easy Sport Signs use the Little League logo to solicit business for the town little league?** No, we will not.
- **How will sponsoring companies record their charitable tax deduction if Easy Sport Signs is not a non-profit company?**  
While sponsoring companies cannot record a charitable tax deduction when we relay their payment to the sports organization, they can record the transaction as a business expense, which has equal benefits.

## FAQ's Cont'd

- **Where is Easy Sport Signs based out of?** Walpole, MA
- **Does Easy Sport Signs handle collecting payments from companies who already have their banner posted in the outfield?**  
Yes, if we are handling all of the banners on the field, we do collect payments from old advertisers who don't need signs and new advertisers who do.
- **How are sponsors guaranteed that their sponsorship fees go to the sports organization?** We will be contractually obligated to give the money to the sports organization. You can view and download the contract on our website: <http://easysportsigns.com/contract.html>

# Our Mission

Our goal is to help company's find advertising space at local sports organizations, while also helping these organizations to increase sponsorship revenue.

We will accommodate your sponsorship criteria and work to find the ideal places for your company to advertise.