

Easy Sport Signs

General Information for sports organizations

Contact:

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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 or call us at 508-954-4162.

The Problem/Opportunity

Our research indicates that many local Little League organizations do not optimize the profits they can get from banner advertising on their fields. They have to rely on parent volunteers who often don't have the time to solicit local businesses for their support. We've also found that old banners are often left up on the fields without the local business paying for the ad space.

Our solution/business concept

Easy Sport Signs will do it all for you!

1. We solicit the local businesses for you at your set price.
2. We get the signs printed and delivered to your field.
3. We ensure existing sponsors pay every year.
4. We handle the payments by passing the profits to you and ensuring the local business receives the appropriate business write-off.

We'll work to maximize your profits and handle all the work!

A sample example

1. A typical field will hold 40 banners.
2. On average we've found local LL's charge \$200 per banner.
3. The average field should achieve \$8000 from local businesses advertising annually!

What We Do

Our two main services include:

- Managing a program's entire banner advertising campaign. This involves finding new advertisers, collecting their information, printing their sign, and receiving payments from existing advertisers.
- Cooperating with an existing program to find a specific number of new advertisers, print their signs, and relay both the new advertisers signs and money back to the sports program.

We can work with your program to do any combination of the two in order to suit your programs needs



How We Do It

- We will provide your league with any type of sign (wood, vinyl, etc)
- Our most popular banner is a 3 x 5 (13 oz heavy duty) with 8 grommets
- Companies submit their logo to us via email or upload a PDF to our website. We can then give that to the sign making company
- We will comply with any specifications/restrictions that the league puts on the signs (color, size, background, etc)

Benefits

Here are a few of the benefits of choosing Easy Sport Signs for your advertising needs:

- No liability and no obligation: We make our profit by buying banners in bulk, so we only get paid when we've found businesses that want to support your team. We work for you at your direction and approval.
- No cost to the town or league for our services
- The chance to considerably increase the amount of advertisers at your facilities, resulting in significant increases in revenues
- We have the time and energy to find potential sponsors that volunteers may not be able to contribute
- Taking the burden off of you to find, contact, and collect payments from sponsors

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 little league, 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.