



Bozeman American Legion Baseball Post 14 Sponsor Engagement Guide

1. *PREPARE* before your visit

- a. What do you know about the business/person?
- b. Fill out the brochure with all the information you can.



2. *GET* the right person

- a. Ask for Manager/Owner/By Name ?
- b. If they are not there or available, schedule a time, ask to come back, etc

3. *INTRODUCE* yourself

- a. Smile, shake hands and make eye contact
- b. Give them your name, position, grade, etc
- c. You are representing American Legion Post 14-- Bozeman Bucks Baseball.
- d. Have a conversation



4. *SAY* "Thank you" or "Do you know about?"

- a. Thank your for your previous support OR do you know about Bozeman Legion Baseball?
- b. What did they give last year?
- c. Explain the program. Use the FAQs on the back to talk about the program



5. *ASK!*

- a. Would you be willing to support our Program?
- b. Use the brochure as a guide for amounts and package levels

ask

6. *YES!*

- a. Get all the details on the form and contact information
- b. Invoice or Receipt?
- c. Explain you will be back to provide their season passes, plaque and to invite them to games



NO!

- a. Thank you, for your time.
- b. May I come back again?

7. *WRAP-UP*

- a. Give them a Buck sticker!
- b. Thank you, for your time today.

8. *RIGHT AFTER* the Visit

- a. Complete and send the Thank You card right away
 - i. If "No" examples:
 - 1. Include "admit one" card
 - 2. Thank you, for your time.
 - 3. Hope to see you at a game
 - ii. If "Yes" examples:
 - 1. State thank you for your time today and support of Bozeman Legion Baseball
 - 2. Hope to see you at a game
 - 3. See you again soon
- b. Update the Log Sheet
- c. Get the Tri-fold and Log Sheet information submitted for recording and invoicing/receipts
 - i. Drop off at EC meeting **OR**
 - ii. Mail it to Bozeman Legion Baseball PO Box 6054, Bozeman, MT 59771 **OR**
 - iii. Drop off at Kevin Hubley's Office 1934 Stadium Drive. Ste. A. Bozeman, MT 59715
- d. **When submitting your information include any details you can about the account to ensure you get credit or why they said No.**



Bozeman American Legion Baseball Post 14 - FAQs

1. How Long has Bozeman American Legion Baseball Post 14 been around?
 - a. The Bucks have fielded a team for over 50 years.
2. What is American Legion? And how does that relate to Baseball?
 - a. According to the American Legion website, the American Legion "...is the nation's largest wartime veterans service organization, committed to mentoring youth and sponsorship of wholesome programs in our communities, advocating patriotism and honor, promoting strong national security, and continued devotion to our fellow servicemembers and veterans... American Legion Baseball is one of the nation's most successful amateur athletic programs, educating young people about the importance of sportsmanship, citizenship and fitness." (<https://www.legion.org/mission>)
3. What happened to the Spikes? Why are all the teams called Bucks?
 - a. To better align the goals of the entire program, coaching staff and team we have updated the team naming to be simply the "Bucks". This allows us to brand the entire program and reduce costs with similar naming across all the teams. In 2017 they will be designated as the Bucks AA, A and B teams
4. Are you a non-profit?
 - a. Yes, we received 501c(3) status in 1986
5. Where do you play your games?
 - a. Legion Field at Heroes Park near the county Fairgrounds. It was constructed in early 2000's. Last additions were completed in 2005.
6. Do you have facility debt?
 - a. The field debt was reduced to zero in December 2016 when a long-term sponsorship with First Interstate Bank was finalized.
7. When was the last time you won State?
 - a. The Bucks AA won the State AA Champions in 2007.
8. What is the expense to put 3 teams on the field?
 - a. It costs \$200K annually. The only paid staff are the coaches.
9. What are some of your financial needs outside of player fees?
 - a. Transportation and Hotel
 - b. Securing short and long-term indoor training facilities
 - c. Dirt replacement and warning track widening. Other field ongoing maintenance
 - d. Bleacher upgrades
10. What major events are you hosting?
 - a. We are hosting 2 regular season tournaments and the State AA Championships.
11. Who are the coaches?
 - a. New coaching staff for 2017 season is Director of Baseball and Head Coach Rich Poliquin, Asst. Ryan Johnerson, Garrett Schultz, and Loren Caracella. Two more are being hired for the Bucks B Program.
12. The player fees for 2017 Are
 - a. Bucks AA - \$3,000
 - b. Bucks A - \$3,000
 - c. Bucks B - \$2,000
13. What are ticket and season ticket prices?
 - a. Season passes: \$15 student/senior, \$25 Adult, \$50 Family
 - b. Gate Ticket Price: \$5/adult, \$3/student/senior
14. Other Questions/Issues/Leads/Follow-ups: contact Bryce Scala and Darren Dobie
15. Can I negotiate trades or other in-kind donations? Bring the proposed trade/in-kind details in for review. Contact Bryce Scala or EC member for next steps.
 - a. If we need to contact sponsor, get the contact information



Important Dates

What	Details	When
Renewals Due	All Renewals must be submitted by the due date. The first visit, completed tri-fold and submitted for processing	March 1st
New Sponsors Due	All new sponsors must be submitted by the due date. The first visit, completed tri-fold and submitted for processing.	April 1st
First games of the season	First games of the season will be on the road. We want everything wrapped up before the first game with regards to fundraising and sponsor commitments	April 15th
Late Submissions	Any late sponsor forms will be at risk of not getting signage and sponsor placement. We will be going to print for programs, signage, etc before the first game.	After April 1st

Cash vs Trades/In-kind

The goal of our fundraising is to bring in cash for offsetting player expenses of ~\$200,000. If you contact a sponsor and they want to trade or provide in-kind services, please reach out to a member of the Executive Board or Bryce Scala, Fundraising Committee Chair.

Jim Ullman, Executive Committee Chair - jim.ullman@bozemanlegionbaseball.com

Paul McGhay , Executive Committee Treasure - pmcghay@acceleratedmed.net

Chris Tarabochia, Executive Committee Secretary - chris@tarabochia.net

Mark Johnson - johnsonfam4892@gmail.com

Jason Jarrett - jjmfaa@littleappletech.com

Bryce Scala, Fundraising Committee Chair - brycescala@gmail.com

Every trade/in-kind proposal will need to be reviewed by the Executive Committee and Fundraising Committee Chair for appropriateness to need and value, based on the needs of the organization.

