

A close-up photograph of a red fabric, likely a baseball jersey, featuring large, stylized black and white embroidered text. The text is partially obscured by a dark grey banner at the top and bottom. The banner at the top contains the word 'SPONSORSHIP' in white, uppercase letters. The banner at the bottom contains the text 'HASTINGS BASEBALL CLUB' and '2025 SEASON' in white, uppercase letters. The embroidery is done in a thick, raised style with a white outline and a black fill.

SPONSORSHIP

HASTINGS BASEBALL CLUB
2025 SEASON

Our Mission

To provide the children and youth of East Vancouver and Burnaby, with a safe and fun baseball program that demonstrates the ideals of good sportsmanship, character, teamwork, courage and respect.

WHY BECOME A SPONSOR OF HASTINGS LITTLE LEAGUE?

Sponsors are essential to making Hastings Little League successful. Registration fees alone do not cover the costs of uniforms, equipment, insurance and other costs. Sponsoring is a wonderful way to show support for our community and to the development of our young players and young citizens.

In addition to expenses related to team uniforms and equipment, there are also expenses for coaching and umpiring training, umpire fees and park permit fees. The league offers multiple sponsorship levels that provide great exposure for your business.

ABOUT US

- Established in 1953

Operated by a volunteer Board of Directors and a registered non-profit organization

- Approximately 400 youth, ages 4-12
- Catchment stretches from Main Street (Vancouver) to Sperling Street (Burnaby) and South to Lougheed/Broadway
- Our home park is located between Lillooet and Windermere Streets along Hastings Street across from Playland and the home of the PNE
- Regular season runs April - June, followed by playoffs, post-season, provincial and national tournaments

GRAND SLAM PACKAGE | \$3000.00

- Presenting season sponsor for entire league
- Option to throw out ceremonial first pitch at Opening Ceremonies
- Signage at all three diamonds - Hastings, Volunteer and Falaise Upper Field recognizing business as "Presenting Sponsor"
 - Logo, banner ad and link on the HCLL website
 - Additional logo recognition at Hastings Field
 - Recognition at opening and closing ceremonies
- Option to provide targeted offer through database and/social media
- Option to have a tent or table or promotional team at Opening Ceremonies or at another agreed-upon time during the season

HOME RUN PACKAGE | \$1,500.00

- Presenting sponsor of a division (Rookie, Minor, etc.)
- 3 ft X 8 ft color advertising banner at Hastings Field
 - Logo, banner ad and link on the HCLL website
 - Additional logo recognition at Hastings Field
- Recognition at opening and closing ceremonies
- Option to provide targeted offer through database and/social media

DOUBLE PLAY PACKAGE | \$1,000.00

- Logo recognition at Hastings Field
- Logo, banner ad and link on the HCLL website
- Recognition at opening and closing ceremonies
- Option to provide targeted offer through database and/social media

FIELDER'S CHOICE PACKAGE \$500.00

- Logo recognition at Hastings Field
- Logo, banner ad and link on the HCLL website
- Recognition on league social media channels
- Recognition at opening and closing ceremonies

IN-KIND SPONSORSHIPS

Sponsors who make an in-kind donation will receive benefits based on the regular retail value of goods or services provided. In-kind donations can either be directly related to the needs of our League (e.g., equipment rental, field supplies, etc) or can be used for fundraising efforts (e.g. raffles, silent auction, etc.).

HOW DO WE SPEND YOUR SPONSORSHIP MONEY

UNIFORMS – Each participant receives a baseball jersey, cap and socks.

EQUIPMENT – Each year we purchase hundreds of baseballs. We also have bats, catchers equipment, practice equipment for each team, scorebooks and first aid kits. •

UMPIRES – Our umpires consist almost entirely of senior or ex-Hastings Little Leaguers that have taken their umpiring certification and continue to give back to the club. They receive a modest stipend for each game.

TRAINING - Hastings Little League offers subsidized winter training to all families so every child can participate and learn and grow along with their peers.

GROUNDS – All activities are performed by club volunteers but aerating, top-dressing, in-field clay, pitching mound clay, line-marking are some of the costs we incur throughout the season. In 2025 we will be undertaking significant renovations on our infield materials at Hastings which will require professional attention.

LOOKING AHEAD TO THE 2025 SEASON

We look forward to welcoming close to 400 young athletes from Burnaby and East Vancouver.

Hosting the Fred Ritchie Memorial Tournament for Minor age players (9-10 year olds).
Seeking sponsors for this annual event.

Hosting the 9/10 All Star Provincial Tournament in July.
Seeking sponsors for this week long event.

Continued upgrades and maintenance to Saunders Field at Hastings Community Park and Falaise Park.

Investments in new equipment such as pitching machines and catcher's gear for our younger age groups as we expect registration to continue to grow at these levels.



INTERESTED IN JOINING THE TEAM?

We welcome businesses from across the region to participate in our community as sponsors and to contribute to the ongoing sustainability of youth sports.

Please get in touch with us if you are interested in learning more about how you or your organization would be involved.

FOR ALL SPONSORSHIP INQUIRIES PLEASE CONTACT
info@hcll.ca or the Marketing and Sponsorship & Fundraising Coordinator.

Our History

HISTORY OF HASTINGS COMMUNITY LITTLE LEAGUE

HASTINGS COMMUNITY LITTLE LEAGUE (HCLL) WAS ESTABLISHED IN 1953 AND IS ONE OF THE OLDEST LITTLE LEAGUES IN CANADA WITH LITTLE MOUNTAIN BEING THE FIRST, CREATED IN 1951. AS UNIMAGINABLE AS IT MAY SEEM, THERE WAS A TIME IN VANCOUVER WHEN BASEBALL WAS BIGGER THAN HOCKEY. LONG BEFORE THE CANUCKS JOINED THE NHL, THE CITY HAD A VERY SUCCESSFUL BASEBALL TEAM CALLED THE VANCOUVER MOUNTIES WHO PLAYED OUT OF CAPILANO STADIUM (SINCE RENAMED NAT BAILEY STADIUM). ONE CAN IMAGINE THAT THE BOYS PLAYING LITTLE LEAGUE BASEBALL IN VANCOUVER IN THOSE EARLY DAYS DREAMED MORE ABOUT PLAYING PROFESSIONAL BASEBALL THAN HOCKEY. IT IS ESTIMATED THAT OVER 7000 BOYS AND GIRLS HAVE PLAYED T-BALL AND BASEBALL AT HCLL OVER THESE PAST 65 YEARS.

THE SUCCESS OF HCLL HAS BEEN DRIVEN PRIMARILY BY THE MANY VOLUNTEERS GIVING GENEROUSLY OF THEIR TIME OVER THE YEARS TO SERVE AS LEAGUE OFFICIALS, COACHES AND UMPIRES. AND THEN THERE ARE THE COUNTLESS HOURS PUT IN BY ALL PARENTS TO FULFILL THEIR TEAM DUTIES; CONCESSION, BARBECUE, FIELD PREPARATION, 50/50 TICKETS, SCOREKEEPING, ETC. HCLL HAS ALSO BEEN EXTREMELY FORTUNATE TO HAVE MANY VOLUNTEERS WHO HAVE CONTINUED SERVING FOR MANY YEARS, LONG AFTER THEIR OWN CHILDREN WERE DONE PLAYING. THESE HCLL VOLUNTEER LEGENDS INCLUDE: MORRIE RENTMEESTER, FRED RITCHIE, SCOTT BROWNING, GRACE BROWNING, JIM GREGOR, RICHARD SAUNDERS, VITO BORDIGNON, JACK CHOW, BOB HICKS, DAVE IZATT, DAVE JENKINS, KERRY KILBRIDE, JAMES KRICKAN, ZOE KRICKAN, EVELYN LAROCQUE, CORRINA LATTIMER, EGIDIO PASIN, DALE WEISBROD, JOHN WONG, ROY WYDEMAN, JANIS TRIVISANO, SANTE DELVECCHIO AND DAN WONG.

HCLL IS ROBUST AND STRONG AS EVER WITH ABOUT 400 BOYS AND GIRLS BETWEEN THE AGES OF 4 AND 12 PLAYING BASEBALL AND T-BALL EACH YEAR. IT CONTINUES TO BE AN EXCEEDINGLY WELL-RUN VOLUNTEER ORGANIZATION AND AN IMPORTANT SPORTING LANDMARK IN THE HASTINGS-SUNRISE NEIGHBORHOOD OF EAST VANCOUVER. AS MANY PEOPLE HAVE SAID OVER THE YEARS, BEING AT THE BALLPARK WITH THE SUN SHINING, THE SMELL OF THE BARBECUE IN THE AIR AND WATCHING THE KIDS PLAY IS A GREAT WAY TO SPEND A DAY OR EARLY EVENING. THE GREAT PLAYS AND HITS ARE ALMOST SECONDARY TO THE LIFELONG MEMORIES AND FRIENDSHIPS THAT CONTINUE TO BE CREATED EACH AND EVERY YEAR DURING GAMES AT THE PARK.

HISTORIC HASTINGS COMMUNITY PARK WITH ITS SPECTACULAR VIEW OF THE NORTH SHORE MOUNTAINS (AND PLAYLAND) HAS BEEN THE HOME OF HCLL SINCE ITS INCEPTION. THE FIELD AND CLUBHOUSE HAVE UNDERGONE MANY CHANGES OVER THE YEARS WITH THE FIELD FIRST RENOVATION DONE IN 1959 AND PERMANENT FENCING WAS FIELD INSTALLED IN 1964. THE EXISTING CONCESSION WAS BUILT IN 2001. PRIOR TO THAT IT HAD CONSISTED OF A TABLE, TRAILER OR HUT OVER THE YEARS. THE BIGGEST IMPROVEMENTS WERE MADE IN 2015 / 2016. HCLL RAISED OVER \$300,000 WHICH WAS FUNDED IN LARGE PART BY VERY GENEROUS DONATIONS BY JAYS CARE FOUNDATION AND THE PNE. THE RENOVATION AND UPGRADE OF THE FIELD INCLUDED TWO NEW DIAMONDS AS WELL AS NEW DUGOUTS, SCOREBOOTH, SCOREBOARD, FENCING, BACKSTOP AND IRRIGATION SYSTEM. THE TWO DIAMONDS WERE NAMED VOLUNTEER FIELD AND RICHARD SAUNDERS FIELD IN RECOGNITION OF OUR MANY VOLUNTEERS OVER THE YEARS, AND RICHARD SAUNDERS WHO PLAYED A KEY ROLE IN GETTING THE RENOVATIONS COMPLETED WITH THE VANCOUVER PARKS BOARD.

THESE RENOVATIONS ALSO ALLOWED HCLL TO HOST TEAMS FROM ACROSS CANADA AT THE LITTLE LEAGUE CHAMPIONSHIP TOURNAMENT FOR THE FIRST TIME IN AUGUST, 2016 WHICH ATTRACTED OVER 4000 PEOPLE FOR THE FINAL CHAMPIONSHIP GAME WON BY HCLL. THESE NEW DIAMONDS AND THE HISTORY OF HCLL ARE A LEGACY FOR THE KIDS WHO PLAY TODAY, FOR THEIR FAMILIES AND FOR THOSE YET TO COME IN FUTURE GENERATIONS.



SPONSORSHIP OPPORTUNITIES

There are of course many expenses connected with running our league and we rely on funding from player registration fees, gaming funds, our own fundraising events and sponsorships from local businesses and companies in our community. Funds raised through sponsorships will be used to maintain the quality of our programs and ensure the game is accessible to the ever growing number of children who want to play baseball.

Our games are very well attended by parents, relatives, friends and an increasing number of spectators from the local community. Without our sponsors, we could not maintain the level of quality and availability of our programs. We encourage all our players, coaches, parents and volunteers to patronize our sponsors to show our appreciation for their support and generosity.



WWW.HCLL.CA

BECOME A SPONSOR

SPONSORSHIP PACKAGES

We have various sponsorship packages designed to increase your business and exposure to your customers while supporting our league.

For all league sponsorship inquiries, please contact us at

marketing@hcll.ca