

## BLUE MOUNTAIN LEAGUE

The Blue Mountain League represents over 70 years of baseball tradition in the Lehigh Valley and currently includes 11 highly talented clubs. This is the Premier Amateur League in Pennsylvania and is comprised of over 200 players, coaches, and managers.

Bethlehem Steel Baseball Franchise was approved on October 31st 2016. The Blue Mountain League plays a vital role with the Lehigh Valley's Elite High School and Collegiate players achieving experience and visibility to advance their baseball & academic careers. In addition, former local baseball stars can still play the game they love at the highest competitive level.



## 2017 - BETHLEHEM STEEL SCHEDULE

| Date         | Time    | Opponent      | Location |
|--------------|---------|---------------|----------|
| Tue, 5/16/17 | 6:00 PM | Dodgers       | HOME     |
| Sun, 5/21/17 | 1:30 PM | at N. Yankees | AWAY     |
| Tue, 5/23/17 | 6:00 PM | at Giants     | AWAY     |
| Thu, 5/25/17 | 6:00 PM | at Braves     | AWAY     |
| Sat, 5/27/17 | 3:00 PM | at Creekers   | AWAY     |
| Sun, 5/28/17 | 1:30 PM | Bandits       | HOME     |
| Tue, 5/30/17 | 6:00 PM | Bulls         | HOME     |
| Thu, 6/1/17  | 6:00 PM | at Orioles    | AWAY     |
| Sun, 6/4/17  | 1:30 PM | Falcons       | HOME     |
| Tue, 6/6/17  | 6:00 PM | Royals        | HOME     |
| Thu, 6/8/17  | 6:00 PM | Creekers      | HOME     |
| Sat, 6/10/17 | 6:00 PM | Royals        | HOME     |
| Tue, 6/13/17 | 6:00 PM | at Dodgers    | AWAY     |
| Thu, 6/15/17 | 6:00 PM | N. Yankees    | HOME     |
| Sun, 6/18/17 | 1:30 PM | Giants        | HOME     |
| Tue, 6/20/17 | 6:00 PM | Braves        | HOME     |
| Thu, 6/22/17 | 6:00 PM | at Bandits    | AWAY     |
| Sun, 6/25/17 | 1:30 PM | at Bulls      | AWAY     |
| Tue, 6/27/17 | 6:00 PM | Orioles       | HOME     |
| Thu, 6/29/17 | 6:00 PM | at Falcons    | AWAY     |
| Fri, 6/30/17 | 6:00 PM | at Royals     | AWAY     |
| Sat, 7/8/17  | 3:00 PM | at Creekers   | AWAY     |
| Sun, 7/9/17  | 1:30 PM | Dodgers       | HOME     |
| Tue, 7/11/17 | 6:00 PM | at N. Yankees | AWAY     |
| Thu, 7/13/17 | 6:00 PM | at Giants     | AWAY     |
| Sun, 7/16/17 | 1:30 PM | at Braves     | AWAY     |
| Tue, 7/18/17 | 6:00 PM | Bandits       | HOME     |
| Thu, 7/20/17 | 6:00 PM | Bulls         | HOME     |
| Sun, 7/23/17 | 1:30 PM | at Orioles    | AWAY     |
| Tue, 7/25/17 | 6:00 PM | Falcons       | HOME     |

LEAGUE PLAYOFFS AUGUST 1ST THRU AUGUST 25TH

HOME FIELD ADDRESS:

1175 Illicks Mill Road, Bethlehem, Pa.

MAILING ADDRESS:

**BETHLEHEM STEEL BASEBALL, INC.**

1855 BARBARA STREET  
BETHLEHEM, PA. 18017

Phone: 610-657-7557  
WWW.BETHLEHEMSTEELBASEBALL.ORG  
E-mail: BETHLEHEMSTEELBASEBALL@GMAIL.COM

## BETHLEHEM STEEL BASEBALL



*BETHLEHEM STEEL BASEBALL-  
We proudly represent our city of Bethlehem in Eastern Pennsylvania's Historic Blue Mountain Amateur Baseball League. Our Team is playing our home games all summer long at Gene's Field of Dreams located at the Lehigh Sports Association Complex at 1175 Illicks Mill Road, Bethlehem, Pa.*

*"AS IRON SHARPENS IRON,  
SO SHALL ONE PLAYER SHARPEN ANOTHER"  
- THE BETHLEHEM STEEL WAY*

JUAN CARRERAS  
GENERAL MANAGER  
PHONE: (610) 657 - 7557

Visit our Website:  
[WWW.BETHLEHEMSTEELBASEBALL.COM](http://WWW.BETHLEHEMSTEELBASEBALL.COM)

# BETHLEHEM STEEL

*Help us FORGE a promising new future for local baseball players in the Historic Blue Mountain League.*

## Proposal-

2017 Sponsorships to cover organizational start up costs such as uniforms, equipment, league fees, Lehigh Sports Association fees, and team insurance. Also, game day fees including field usage, balls, umpire fees totaling roughly \$11,000.00.

- this does not include the additional player fees.

## Background-

The Bethlehem Steel will compete in the Blue Mountain League, which was first established in 1946 and is widely considered as the premier amateur baseball league in Pennsylvania. The Bethlehem Steel is comprised of both current and former local baseball stars. Our Home field is located in Bethlehem at the Lehigh Sports Association's "Gene's Field of Dreams". It's anticipated that our venue will attract many spectators and provides stadium seating for up to 300 per evening. Our season starts in May and continues until August thus over the course of the season this would mean that our sponsors names will be exposed to thousands of local spectators. Additionally, our leagues RCN television coverage, website and social media presence including Facebook, Instagram and Twitter extends that exposure even further!!!

*Association with Bethlehem Steel Baseball is to be associated with excellence and marketing to both spectators and the players could well improve your business.*

## Sponsor Benefits-

Positive brand association with athletes who aspire to excellence in a traditional and well established premier environment.

Brand association at a high quality local venue shared by multiple organizations over nine months and covering a range of players in age from 12 to 35. Total estimated spectator audience in the tens of thousands.

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## BETHLEHEM STEEL BASEBALL — TEAM SPONSORSHIPS

| LEVEL OF SPONSORSHIPS                                 | PLATINUM     | GOLD     | SILVER   | BRONZE   |
|---|--------------|----------|----------|----------|
| BENEFITS COVERED                                      | ≥ \$1,200.00 | \$650.00 | \$300.00 | \$100.00 |
| <b>BRAND ASSOCIATION - AT VENUE WITH BANNER</b>       | <b>X</b>     | <b>X</b> |          |          |
| DISPLAYING COMPANY LOGO - BANNER ON OUTFIELD FENCE    | <b>X</b>     | <b>X</b> |          |          |
| 4' X 8' PREMIUM CENTERFIELD LOCATION (LIMITED TO 10)  | <b>X</b>     |          |          |          |
| 4' X 6' BANNER - LEFT / RIGHT FIELD LOCATIONS         |              | <b>X</b> |          |          |
| <b>BRAND ASSOCIATION - SOCIAL MEDIA</b>               |              |          |          |          |
| DISPLAYING COMPANY LOGO & LINK ON WEBSITE             | <b>X</b>     | <b>X</b> | <b>X</b> | <b>X</b> |
| LARGE ADVERTISING BANNER ON TOP OF THE WEBSITE        | <b>X</b>     |          |          |          |
| ADVERTISING BANNER ON EACH PLAYERS BIOGRAPHY PAGE     | <b>X</b>     |          |          |          |
| SMALL ADVERTISING BANNER ON THE LEFT                  |              | <b>X</b> |          |          |
| DISPLAYING COMPANY LOGO ON TEAM FACEBOOK              | <b>X</b>     | <b>X</b> |          |          |
| RECOGNITION IN THE SPONSORSHIP SECTION OF THE WEBSITE | <b>X</b>     | <b>X</b> | <b>X</b> | <b>X</b> |
| <b>BRAND ASSOCIATION - ON GAMEDAY</b>                 |              |          |          |          |
| DISPLAYING COMPANY LOGO IN LINEUP CARDS               | <b>X</b>     | <b>X</b> |          |          |
| RECOGNITION BY THE ANNOUNCER TWICE DURING THE GAME    | <b>X</b>     | <b>X</b> |          |          |
| ELIGIBLE TO SET UP A GAME DAY DISPLAY                 | <b>X</b>     |          |          |          |
| ELIGIBLE FOR HANDOUTS/COUPONS PROMOTING BUSINESS      | <b>X</b>     | <b>X</b> | <b>X</b> |          |

Make checks payable to:  
BETHLEHEM STEEL BASEBALL, INC.

THANK YOU FOR YOUR SUPPORT,

*-Juan Carreras*