



# **Northside Baseball & Softball @ Brighton Heights**

Welcome back to baseball & softball season! For the 2020 season Brighton Heights will be playing (wearing a different logo this year) under the name Northside Baseball and Softball. Over the past 10 years the baseball and softball leagues have changed drastically and Brighton Heights has gained a lot of great families because of it. Our baseball and softball organization now encompass a much bigger area. We are trying out a rebranding in order to appeal to more children and families in our area. Brighton Heights was created in a time when there were multiple little league organizations on the Northside, as of 2020 we are the final remaining team and want all of our families to feel connected to their baseball and softball teams (as the vast majority of our families do not live in Brighton Heights).

The rebrand will enable our league the ability to reach out to more schools, businesses, and families for support. The rebrand will be in place for this coming baseball and softball season, and at the end of the season all families that participated in the league will get to vote to either keep the name “Northside”, or to return to the name “Brighton Heights”.

We understand that there is a strong history with the Brighton Heights name. Our new name is being proposed to honor Brighton Heights as well as all of the other leagues that have faded over the years. As many youth sports leagues are struggling with drawing participants we are looking to be proactive in our scope and outreach before a more aggressive move would become necessary. Please feel free to direct and questions or concerns to me as I am happy to have a conversation explaining this direction.

Sincerely,

**Joe Ehman**  
**Vice President**  
**Brighton Heights Athletic Association**  
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