



Cayuga Youth Athletic Association, Inc.
PO BOX 3001
Niagara Falls, New York 14304
www.leaguelineup.com/CYAA

January 6, 2020

Dear: Community Member:

We have started preparing for the upcoming 2020 season. Cayuga Youth Athletic Association is based in the City of Niagara Falls with 3 baseball diamonds at 91st Street Park and 4 baseball/softball diamonds and two T-ball diamonds at our 93rd Street facility. New for 2020 Cayuga has acquired through a lease with the City of Niagara Falls 6.7 acres of property adjacent to our current 11.6 acres. With this additional property we will be adding 2 Baseball Diamonds and some additional parking. The Lease is for 30 years. Due to the quality of our programs, CYAA has grown to become the largest all volunteer baseball/softball organization in the local area. We have served over 400 boys and girls, ages 4 to 19, from the City of Niagara Falls the Towns of Wheatfield, Lewiston, Niagara; Grand Island and the Sanborn area. We also have The Boys Heat Travel Baseball and The Gamblers Travel Softball which is part of Cayuga Youth Athletic Association.

Each year we ask our community members and business owners for sponsorships so that we may continue to provide our children safe, structured baseball and softball programs. Listed below are some of the ways your money helps the organization.

- Teams (approx 45 teams) play a 16 game regular season schedule plus a minimum of 2 playoff games in all divisions. In addition to our utilizing our volunteers, we also pay for umpires where necessary.
- Players receive complete Major League replica uniforms (hat, shirt, socks, & pants) for all divisions. Trophies for players in our youth divisions.
- Quality Coaches with experience in baseball/softball and a willing to work with children in their development.
- Opening Day & season ending picnics for players and their families.
- Development of Players through new & exciting programs in our Tee-Ball and Rookie Divisions.
- Top Notch Playing Fields.
- Safety is our #1 priority. We purchase protective helmet cages, pitching machines for the younger players and netting for the fans protection just to name a few.

We completed the construction of senior diamond at the 93rd Street complex. In addition to the new diamond, we also put up new fencing, safety nets, improved the concession stand, added cash registers, purchased lawn mowers, just to name a few.

The generosity of you and other community members has allowed us to make many improvements. But we still have much more to do. Dugouts need reconstruction. New helmets and improvements to the batting cage are also in the plans for the upcoming season.

The members of Cayuga are deeply committed to the youth of the area and look forward to the challenges that constructing a new ballpark and serving more kids may bring.

With your donation, you also help families with financial difficulties. We believe that “every child deserves the right to play ball.

Each sponsorship package provides an excellent way for your business to advertise to the local community as well as show your commitment to the youth of the area.

The Internal Revenue Service has granted the Cayuga Youth Athletic Association tax exempt status as a publicly supported organization as described in Internal Revenue Code, Section 501[c][3]. **This means your contribution is 100% tax deductible.** In addition, the CYAA is registered charitable organization in New York State.

Thank you for your taking your valuable time to read this literature about our sponsorship program. Your support is greatly appreciated. If you should have any questions regarding the Cayuga sponsorship programs we offer, or if you would like to tour our 93rd Street facility, please feel free to contact one of the representatives listed below. Once again, we thank you for your time and consideration.

Sincerely,

George Zemla
President
716-622-3314

Jessica Hoy
Fundraising Director
Jessica.Hoy@yahoo.com
716-946-0930

Our uniforms need to be ordered by a specific date and in order to allow necessary time to prepare for the upcoming season, sponsorship forms need to be returned by April 1, 2020

Please mail the attached form to:

CYAA
Attn: Jessica Hoy
PO Box 3001
Niagara Falls, NY 14304

PLEASE CHECK SPONSORSHIP PACKAGE CHOICE

☐ **PLATINUM: \$500.00/year. includes:**

- Two teams advertised with sponsorship name on your teams players uniforms
- One 4' X 8' sign with your full color logo and ad copy installed on the fence.
- One appreciation plaque per team

☐ **GOLD: \$400.00/year. includes:**

- One team advertised with sponsorship name on your teams players uniforms
- One 4' X 8' sign with your full color logo installed on the fence.
- One appreciation plaque

☐ **SILVER: \$300.00/year. includes:**

- Sponsors name on your teams players uniforms
- One appreciation plaque

☐ **BRONZE: \$200.00/year. includes:**

- One 4' X 8' sign with your full color logo and ad copy installed on the fence.

Please mail/email your business card with logo/ad copy if your sponsorship includes a sign.

Sponsorship Name to appear on Team Jerseys:

Contact Name & Phone number _____

Address needed for plaque delivery _____

Please check Division(s) preferred. ***Every effort is made to assign your business to the team of your choice***

It is important that you write down son/daughters name if you wish to sponsor their team _____

Babe Ruth Baseball

- ☐ T – Ball (Ages 5 – 6)
- ☐ Rookies (Ages 7 – 8)
- ☐ Minors (Ages 9 – 10)
- ☐ Majors (Ages 11 – 12)
- ☐ Seniors (Ages 13 – 15)
- ☐ Big League (Ages 16 – 19)

ASA Softball

- ☐ Minors (Ages 6 – 9)
- ☐ Majors (Ages 10 – 13)
- ☐ Seniors (Ages 14 – 17)

Please make check/money order payable to: CYAA.

Fee Amount Enclosed \$ _____

THANK YOU AGAIN FOR SUPPORTING THE
CAYUGA YOUTH ATHLETIC ASSOCIATION