



January 15, 2022

Dear Friend of Niskayuna Baseball:

As we begin the new year in 2022, and we approach the later part of the winter season, we have already turned our focus to planning and improving our program for the youth baseball program in our community. In April, over 500 Niskayuna youth, ages 5 to 18, will head to the baseball fields to play baseball. While having fun, many of these kids will learn life lessons about teamwork, sportsmanship, discipline, and friendship.

Niskayuna Baseball League is a 501(c)(3) non-profit, volunteer managed organization. Our charter and mission are to provide children that live in the Niskayuna school district between the ages of 5-18 with the opportunity to play baseball. Niskayuna Baseball and its fields are always busy from April through October, with youth recreational baseball, spring travel league, summer All Stars, fall travel baseball, clinics, sandlot games, and periodic tournaments.

Our organization has tremendous support from over 150 volunteers, who make the spring, summer and fall baseball seasons possible. In addition to the efforts of these volunteers, it is equally or even more important that we have the financial support of our community, primarily the businesses that our families patronize. Last season, our teams were sponsored by companies like yours. This upcoming season, we hope that a local business will sponsor each of our teams as well as support our campaign to display sponsor banners in all open spots on our six home run fences. The money that is raised through sponsorships provides much needed operational funds for uniforms and equipment, along with field maintenance, repairs, and our continued efforts towards the *playing fields improvement project*. This ongoing project includes the replacement of fencing, adding special infield playing dirt and providing proper drainage to our baseball diamonds to provide improved safety, and an overall better playing experience for the entire league. This is a costly project, in which we have only completed 4 fields of play over the course of the last three seasons. But with your support, our volunteers can continue this effort to complete the remaining fields that need improvement before the start of the upcoming season.

Please consider sponsoring Niskayuna Baseball for the 2022 season. A list of sponsorship opportunities is attached to this letter along with a sponsorship commitment form that can be returned via email or regular mail. The deadline for sponsorship commitment is **March 1, 2022**. We encourage you to share your email address on the sponsorship form, so you can follow us via our weekly emails.

If you have any questions or would like to discuss other sponsorship opportunities, feel free to contact me. Thank you in advance for your consideration of support for Niskayuna Baseball in 2022.

Sincerely,

Ryan Fiorito
NBL Board Member – VP/Sponsorship Chair
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