

CCAC

City - County Athletic Complex



Dear Business Owner/Manager,

The City-County Athletic Complex (CCAC) is located on West Old Road 30 in Warsaw, Indiana. We are the Premier Sports Complex in Indiana. The CCAC was proposed in 1986 by Mayor Jeffery Plank, and in 1994 the first game was played at the Complex. From mid-March through October the CCAC operates seven days a week and is staffed year round. The CCAC is supported by the city, the Convention Visitor's Bureau (CVB), and funds generated by the Complex. In 2008, the CCAC was inducted into the Indiana NSA Hall of Fame, as the Premier Indiana Park. In 2008 we also received the Indiana Complex of the Year award and our director, Karl Swihart, received Indiana State Director of the Year award. In 2009, we received Indiana Girls Fast pitch Complex of the Year award, as well as National Sports Complex of the Year at the NSA convention.

The CCAC includes:

- 8 lighted softball/baseball fields
- 6 match soccer fields
- 1 rugby/football field
- 2 volleyball courts
- 7 station batting cage
- A playground area
- 3 concession areas
- A Pro Shop
- An enclosed meeting/banquet room



Within the next 5 years, the CCAC would like to make our facility a year round attraction for visitors. We would like to add a facility that could host indoor soccer,

softball, basketball, and much more. This would provide revenue to make improvements, continue community programs, and an ideal opportunity for your business. In 2009 we hosted over 250,000 visitors to our park. This included weekend youth and adult tournaments for baseball, softball, and soccer. We also host some Grace College events at the facility. In addition to this, our facility hosts adult and youth softball and soccer leagues during the week that are responsible for the majority of our visitors.

The CCAC offers a partnership with area businesses by extending an invitation for your business to get advertising recognition. Many times, throughout the year, teams ask where to eat, shop, visit, and stay. This is an ideal opportunity to get your business name visible to them. I have attached a copy of our agreement, along with advertising prices on various opportunities, and a list of events at the CCAC for the 2010 season. I believe this information will be helpful to you in deciding the best way to advertise your business.

I hope this letter has sparked your interest in our advertising opportunities. A representative of the CCAC will be contacting you in the near future. Please look over the provided information, and if you have any questions you can contact us at 574-269-6663, visit our website at www.ccacwarsaw.com or feel free to e-mail me at ashleyccac@kcaccess.com.

Thank you for your time,

Ashley Stutzman
Administrative Assistant
City-County Athletic Complex
3215 W. Old Rd 30
Warsaw, IN 46580
574-269-6663
ashleyccac@kcaccess.com



2010 Tournament Schedule

Please be advised that dates are subject to change.

January 16	Coed Snowball Tournament
February 6	Coed Snowball Tournament
February 27	Men's Unlimited Homerun Tournament
March 13	Coed Mud Ball Tournament
March 27	Men's Unlimited Homerun Tournament
April 9-11	Spring Madness- Girl's Fast Pitch
April 16-18	Spring Challenge- BPA
April 30- May 2	Spring Classic- BPA
May 7-9	Fast Pitch Fever
May 15-16	Bash for Cash- Men's B/C/D/E
May 28-30	NIT Pro Shop Classic- BPA
June 4-6	Fast Pitch Challenge
June 11-13	Wahoo Invitational
June 19-20	Bash for Cash- Men's B/C/D/E
June 26-27	12 th Annual Firecracker- Men/Women/Coed
July 2-4	Firecracker- BPA
July 15-18	Summer Slam/ College Exposure- Girl's Fast Pitch
July 20-25	BPA World Series
July 30-31	Church League All-Nighter
August 6-8	Summer Sizzler- Girl's Fast Pitch
August 13-15	Slow Pitch State Tournament- Men's D/E and Women's
August 20-22	Director's Cup- BPA
August 27-29	Summer Blowout- Girl's Fast Pitch
September 10-12	North vs. South- Girl's Fast Pitch
September 17-19	Men's D World Series
October 8-10	Columbus Day Classic- Girl's Fast Pitch
October 30	Halloween Havoc- Men/Women/Coed

CCAC Advertising Program

Categories

Field Sponsor

Field sponsorship entitles advertiser to 5 years of recognition on a designated field with name on backstop and the center field fence. The field will be identified by the sponsor's name.

AVAILABLE: 8

COST: \$10,000

Billboard Sponsor

Advertiser will provide logo for one sided 4' x 8' billboard for outfield or soccer field fencing, to be placed according to advertiser's wishes. Sign will be maintained for normal wear and tear by the CCAC. Sign will be displayed 365 days a year, for 3 years. A link to the advertiser's website from CCAC's website included.

AVAILABLE: 320

COST: \$700

Front Fence

Advertisers will provide logo for 4' x 8' double sided sign that will be placed on the facilities north property fence. Signs will be exposed to traffic along West Old Road 30, soccer fields, and Lake City Greenway. Signs will be maintained for normal wear and tear by the CCAC. Sign will be displayed for 365 days a year, for 3 years. A link to the advertiser's website from CCAC's website is included.

AVAILABLE: 32

COST: \$1350

A payment plan has been established to assist businesses with budget issues. Field sponsorship is available in 5 annual payments. Sign advertising is available in 3 annual payments. There will be an additional \$100 added for these options.

This is a great opportunity for advertising. Compare the cost of advertising in newspapers, radio, and other publications. The CCAC has over 250,000 visitors each year. These visitors also include local residents. Each visitor is looking for a place to stay, a place to eat, shopping, automobiles, appliances, entertainment, housing, or names of those who support this beautiful facility. What an excellent way to get your business name out there and be recognized in the community for a very reasonable cost.