



# Southern Chesapeake Athletic Association

## *Sponsorship Introduction*



SCAA is a non-profit 501c3 baseball and softball organization located in Chesapeake, Virginia that is run by unpaid volunteers. There are well over 1,600 boys and girls that participate in this organization each Spring and over 1,300 boys and girls in the Fall. In addition, SCAA is home to several baseball and softball Select/Travel teams, and also hosts several tournaments throughout the year adding an additional 7,000-10,000 people at our complex. We are the largest organization of our kind in Hampton Roads. Additionally, our emails reach close to 3,000 registered accounts and our social media reaches up to 4,000 users.

SCAA began in 1961 as Great Bridge Little League and has grown through the years to the PONY organization it is today. PONY stands for Protect Our Nation's Youth, and SCAA works to embody that objective. We are truly proud of our baseball and softball programs, to include our Champions division, which was created for those of all abilities. We not only teach our players about the fundamentals of the sport but also teamwork, self-discipline, perseverance and leadership skills. With the support of our sponsors we continue to grow our youth sports program and maintain a positive impact and influence on our players and the community.

Due to the expense of operating such a large non-profit youth organization, SCAA cannot exist without outside funding. All sponsorship dollars are used to support operational costs such as uniforms, equipment, balls, field maintenance supplies, umpires, and more. In the past, through sponsorship funds we have also been able to purchase field maintenance equipment, concessions equipment, batting cages, protective capping on the fences, install a new field, add medical and safety equipment, and perform some much needed renovations and repairs to our fields, road and buildings. Our sponsorships are generally for one full year, but we are more than willing and able to customize a sponsorship package for you.

For additional SCAA Sponsorship information or a tour of the complex, please contact:

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