

# Canandaigua Braves Lacrosse

January 22, 2010

Dear Merchants and Friends of Canandaigua Lacrosse,

Thanks in part to your generous support, Canandaigua Lacrosse is the

## 2009 NY State Class B State Champions!!!

Last season was incredible for CA Boys Lacrosse! The Varsity team compiled a record of 22-2, and won the NY State tournament to be crowned one of only 3 lacrosse teams in the state as a State Champion – the first in Canandaigua Lacrosse history and only the second time for all of Section V lacrosse. The **JV** squad again completed their season with a record of **18-0 for the third year in a row!** The two **Modified** teams combined for a record of 13-7. The 2009 CA Boys Lacrosse team produced 18 Finger Lakes All League members, 2 All-Americans, and 4 first team All-Greater Rochester members. Seven of last year's seniors are playing lacrosse at the college level this year. To top it all off, the season was documented by a film crew from New Balance and posted online in weekly Webisodes. Those videos are still available at [www.CALacrosse.org](http://www.CALacrosse.org), where you can register for email updates throughout the season.

Due to your generosity, the Booster club was able to continue to provide support for over 250 students involved with Lacrosse last year from Kindergarten thru 12<sup>th</sup> Grade. Some of the items that the Booster club was able to help purchase include: **new goals, new uniforms for the Varsity and the youth program, helmets, shoulder pads, gloves, and the opportunity to participate in several off-season tournaments.** As the budgets of school districts shrink, they continue to shrink for athletics as well. The Lacrosse program at Canandaigua continues to expand with participants, and the need for updating of equipment and uniforms is constant each year.

This year, one of our major fund raising campaigns will be the advertisements supporting our **2010 CANANDAIGUA LACROSSE PROGRAM.** This program will be 80 pages of stats, rosters, schedules, Canandaigua Lacrosse History, 2009 Year in Review, team and action pictures, Varsity profiles, and community-sponsored advertisements, with a full color cover. These programs will be available at all home games.

The prices for advertisements/sponsorship are as follows:

<b>\$140.00</b>	<b>Full Page</b>
<b>\$80.00</b>	<b>Half Page</b>
<b>\$50.00</b>	<b>Quarter Page</b>
<b>\$30.00</b>	<b>Eighth of a Page (Business Card)</b>

\*\* also open to special requests and pricing for high profile locations

On the back you will find an order form and instructions. Please return the order form by **March 10, 2010.** For your convenience, you can use the same artwork that we have on file from last year. Otherwise you can email artwork to our program team. I thank you in advance for your support of our fine program and wish you success in all your endeavors. If you have any questions regarding this mailing please call me at 585-394-3900(h) or 585-721-3616 (c). **Again, the athletes of CA Lacrosse thank you for your support.**

Sincerely,

Dan Knapton

President Canandaigua Lacrosse Booster Club

*Canandaigua Lacrosse*  
*"The Chosen Sport"*

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## 2010 PROGRAM AD ORDER FORM

### 1. Space Required (please check):

- Full Page (\$140)
- 1/2 Page (\$80)
- 1/4 Page (\$50)
- 1/8 Page – Business Card (\$30)

### 2. Ad Copy (Please Check One)

- I will email the ad electronically to the below address
- Paper ad is enclosed (not preferable, scanning may not be ideal)
- Use the enclosed business card as art
- Use the artwork from last year's program
- Typeset the message *in the below box* and email back a proof for approval

### 3. Contact Information

Company/Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email address: \_\_\_\_\_

### 4. Instructions:

Please enclose your check made out to **CASB - Boys Lacrosse**, along with this completed form, and artwork by **March 10, 2010** to:

**Roma Knapton**  
5091 Wyffels Rd  
Canandaigua, NY 14424

Email artwork to Dan Knapton – [dknapton@rochester.rr.com](mailto:dknapton@rochester.rr.com)

Questions? Call Dan Knapton – 394-3900(h) or 721-3616(c)

**Thank you!**

*Canandaigua Lacrosse*  
*“The Chosen Sport”*