



**Enclose  
Cass!**



## Stay in touch with the Cass Park Arena Enclosure Campaign:

Twitter @CampaignforCass

On Facebook like the Cass Park Campaign

Website [www.friendsofiyb.org/cass](http://www.friendsofiyb.org/cass)

To participate, contact Mary Grainger

[mmgithaca@aol.com](mailto:mmgithaca@aol.com)

607-280-4380



**CASS PARK CAMPAIGN**

c/o Friends of the Ithaca Youth Bureau  
PO Box 4198, Ithaca, NY 14852

**Gifts and Pledges Needed  
to Fund Proposed Arena Enclosure**

## IMAGINE THE...

iconic character and traditional charm  
of our Cass Park Arena with the  
many advantages of a beautiful and  
functional glass enclosure.

**Cass Park Arena was built in 1972** when open air style was more typical, but there's been an evolution and it is now one of very few remaining in upstate New York.

**It's a four-season community resource** that needs upgrades to be sustainable and successful.

**City of Ithaca invested \$1 million in 2016** for roof and ceiling renovation, and lighting changes that were needed before the planned glass enclosure.

**The enclosure will provide:**

- Dehumidified "conditioned" air
- Ventilation, insulation, and adaptations for climate change
- Longer season for ice surface
- Improved conditions for activities and spectators
- Additional opportunities for rental income year-round
- After the enclosure, an addition to the lobby and new locker rooms envisioned

# We need involvement to support capital improvement of the Cass Park Arena to improve conditions and ensure access for current users and future generations.

**Gifts of all sizes are needed** for the Cass Park Campaign (Goal \$1 million!) which is a project of Friends of the Ithaca Youth Bureau, the independent nonprofit 501c3 organization; donations are tax deductible.

**Pledges of gifts to be paid over three years are also welcomed.** Let us know if you'd like the pledge form or if you would like to discuss naming opportunities. Donor recognition can also include dasher board advertisements.

## Naming Opportunities

**Recognition of individuals, families, organizations, businesses and foundations** who make donations in support of the Cass Park Arena Enclosure Capital Campaign at these levels will occur in several ways including an honor roll wall display.

Arena Name .....	***
Arena Oval Surface .....	\$100,000
Home Team Bench .....	\$50,000
Away Team Bench .....	\$50,000
Arches (each) .....	\$25,000
Officials Box .....	\$20,000
Penalty Boxes .....	(sold out)
Doorway to Lobby .....	\$10,000
Doorway to Oval .....	\$10,000
Doorway to Locker Rooms .....	\$10,000
Zamboni .....	Taken
Bleacher Rows .....	\$5,000

\*\*\* Renaming the Arena can be discussed with interested supporters.

\* It is also possible to sponsor up to 24 half-arches at \$12,500 each, 20 half benches at \$2,500 each)

## Why Cass Park Matters to Ithaca Businesses, Too

- Recreational Opportunities = Healthy Community
- Ice Rink Activities for All Ages
- IYB Provides Accessible Programming
- Summer Camps and Sports
- Improved Venue for All Kinds of Events
- 45 Year Historical Context
- Additional Tourism Anticipated
- Naming Opportunities Available
- Arena Dasher Board Ads
- Recognition in Campaign Honor Roll Display
- Recognition as Event Sponsors

## Arena Dasher Boards

**Businesses and others who make gifts to the Cass Park Arena Enclosure Campaign can have their display advertisement (29" x 72") affixed to the dasher boards.**

**For gifts up to \$5000,** donors may have their advertisement displayed for one year.

**For gifts of \$5000-\$10,000,** supporters can display theirs for two years, and gifts over \$10,000 can have theirs for three years.