



Ornate Home Furniture and Mattress Store Sponsors Norco Youth Baseball Team's Cooperstown Journey

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Ornate Home, a Santa Ana-based furniture and mattress retailer, joined a coalition of local businesses in sponsoring the Norco Rough Riders 12U baseball team's participation in the prestigious Cooperstown tournament during the 2026 summer season. The sponsorship helped address the substantial financial barriers facing youth sports families, as tournament registration alone exceeded \$22,000 for the team.

The Norco Rough Riders publicly acknowledged their sponsors through social media following their Cooperstown experience, highlighting how local business support made the iconic youth baseball pilgrimage possible. The team's journey to Cooperstown Dreams Park, home to 22 fields near the Baseball Hall of Fame, represents a bucket-list achievement for young players that many families cannot afford independently.

"Supporting the Norco Rough Riders reflects our commitment to making quality accessible, whether that means offering furniture financing options in our showroom or helping young athletes reach their dreams,"

said Mehmet Uncuoglu, CEO of Ornate Home. "When we learned what these families were up against to make the trip happen, contributing to their Cooperstown journey aligned perfectly with our values as a community-focused business."

The cost of youth sports participation has increased 46 percent since 2019, according to the Aspen Institute's Project Play survey, with baseball ranking among the most expensive youth sports. For the Norco team, expenses included approximately \$1,300 per player for registration, plus additional travel costs that pushed family expenses well beyond \$4,000 per household.

Ornate Home appeared alongside fellow sponsors GCI Construction, Bill Carr Surveys, Omnia Leather USA, and South Coast Industrial Door on the team's sponsor banner. The furniture store joined these businesses in supporting a broader community fundraising effort that included raffles and bingo nights organized by Norco residents.

The sponsorship connects Orange County and Riverside County communities, with the Santa Ana-based mattress store supporting youth athletes from neighboring Norco, known as "Horsetown USA." The partnership demonstrates how regional businesses can address growing accessibility challenges in youth sports through targeted community investment.

Cooperstown Dreams Park has hosted youth baseball tournaments since 1996, welcoming more than 1,400 teams annually from all 50 states. The venue provides young players with an unparalleled baseball experience, including games on regulation fields, Hall of Fame visits, and competition against teams from across the nation.

The Norco Rough Riders' successful fundraising campaign illustrates how communities and local businesses work together to overcome financial barriers in youth sports. As costs continue rising nationwide, sponsorships from companies like Ornate Home provide critical support for teams pursuing competitive opportunities.

Ornate Home operates as a furniture and mattress store with locations in Santa Ana and Charlotte, North Carolina. Founded in 2021, the company offers financing options and white-glove delivery service while maintaining a focus on community engagement and accessible quality for customers throughout Southern California.

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Ornate Home, Santa Ana, CA

Ornate Home is a U.S. furniture retailer offering stylish, quality furnishings online and in-store. With showrooms in CA & NC and nationwide shipping, our site features over 20,000 products from top brands like Ashley Furniture.

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