



IOWA CITY • CORALVILLE HOCKEY

**YOUTH HOCKEY  
SPONSORSHIP PROGRAM  
2011-2012 SEASON**



## ABOUT US

Iowa City • Coralville Hockey (ICH) is a non-profit organization (501 c3) designed to provide the sport of hockey to area youth. ICH promotes athletic competition emphasizing mutual respect and good sportsmanship among players. The organization has been active for over 10 years and is comprised of dedicated board members, parents, players, and coaches.

Our youth programs are designed to teach hockey skills, knowledge of the game, and the essence of team play through equal participation for all players ages 4-15 years. ICH provides opportunities for all levels and preferences including beginners, recreational and competitive travel teams. We have players that participate from throughout southeastern Iowa including Cedar Rapids, Coralville, Iowa City, Solon, and Tiffin.

All players pay fees ranging from \$150-\$650 per 18 week season depending on their age/level. Unlike many other recreational sports, ICH does not have a public facility that we can practice or play on, so we are challenged with the cost of renting "ice time" for practices and games. This makes our sponsors the most critical part of the program.

**We need your help as a sponsor** so our area kids can play the great sport of hockey!

A collage of five photographs showing various ICH Youth Hockey teams. The photos are arranged in two rows: two in the top row and three in the bottom row. Each photo shows a group of players and coaches on an ice rink, posing for a team picture. The players are wearing dark jerseys with yellow accents, and some are wearing white jerseys with yellow accents. The background of the photos is a light-colored ice rink.

**ICH Youth Hockey**

- Mite & Mini Mite
- Squirt
- PeeWee & Bantam
- Bantam



## SPONSORSHIP LEVELS

### **STANLEY CUP LEVEL - \$1000 and above**

- WEBSITE BANNER AD - Right column banner ad with link on all pages
- WEBSITE SPONSOR PAGE - Banner ad with link
- MONTHLY EMAIL NEWSLETTER - Right column banner ad
- LOGO ON ICH T-SHIRT - 40-60 T-shirts given to all players with registration
- LOGO ON ICE RINK BILLBOARD - Logo on the ICH billboard inside the Coral Ridge ice skating rink for one year. (Approximately 50,000 annual skaters)
- GAME PROGRAM - Largest logos on game roster/programs
- GAME ANNOUNCEMENT - Sponsor mentions at all home Blizzard hockey games
- EVENTS - Logo on parade floats, brochures and other materials given out at local fund raising events (4th of July Parade, Homecoming Parade, etc.)
- HAND OUT BAGS - Opportunity to include appropriate marketing materials
- OTHER - Any other opportunity that may arise where sponsorship promotion is available

### **HAT TRICK LEVEL: \$500 - \$999**

- WEBSITE BANNER AD - Right column listing with logo and link on all site pages
- WEBSITE SPONSOR PAGE - Logo and name with link
- MONTHLY EMAIL NEWSLETTER - Logo and name with link
- GAME PROGRAM - Logo on game roster/programs
- HAND OUT BAGS - Opportunity to include appropriate marketing materials
- OTHER - Any other opportunity that may arise where sponsorship promotion is available

### **GOAL LEVEL: \$250 - \$499**

- WEBSITE SPONSOR PAGE - Name listing with link
- MONTHLY EMAIL NEWSLETTER - Name listing with link
- GAME PROGRAM - Name listing on game roster/programs

### **ASSIST LEVEL: \$50 - \$249**

- WEBSITE SPONSOR PAGE - Name listing
- GAME PROGRAM - Name listing on game roster/programs



## ICE RINK BILLBOARD - STANLEY CUP LEVEL

The billboard design features a yellow top section with the ICH logo on the left, the text "Youth Hockey for Kids of All Ages & Abilities!" and "For more information visit: WWW.IOWACITYCORALVILLEHOCKEY.ORG" in the center, and a silhouette of a hockey player on the right. Below this is a black bar with the text "THANK YOU TO OUR STANLEY CUP SPONSORS". The bottom section is white and contains several logos: a placeholder box labeled "YOUR LOGO HERE", the Warren logo, JP Mechanical Plumbing & Heating, Plaza (Kaiser American Inc. Mt. Vernon, IA), Mergen Orthodontics, and Dudley's Ice Company.

- Stanley Cup sponsors logos will be included on our ICH billboard located on the inside boards of the Coral Ridge ice arena where 50,000 people skate each year.



## ICH PROGRAM T-SHIRT - STANLEY CUP LEVEL



- Stanley Cup sponsors will be featured on the back of the ICH t-shirts given to all player (40-60 players, ages 4-15 years old) who register for the season.



# WEBSITE BANNERS



### Website URL:

[www.iowacitycoralvillehockey.org](http://www.iowacitycoralvillehockey.org)

### Site Traffic Statistics:

Averaging approximately 3,000-3,500 total page views per month.

### Stanley Cup Sponsors

logos (w/link) are shown in the right column of every page.

### Hat Trick Sponsors

are listed (w/link) in the right column of every page.

**Goal Sponsors** are listed with a link on every page.



# WEBSITE SPONSORS PAGE



**Stanley Cup Sponsors** banner/logo with a link.

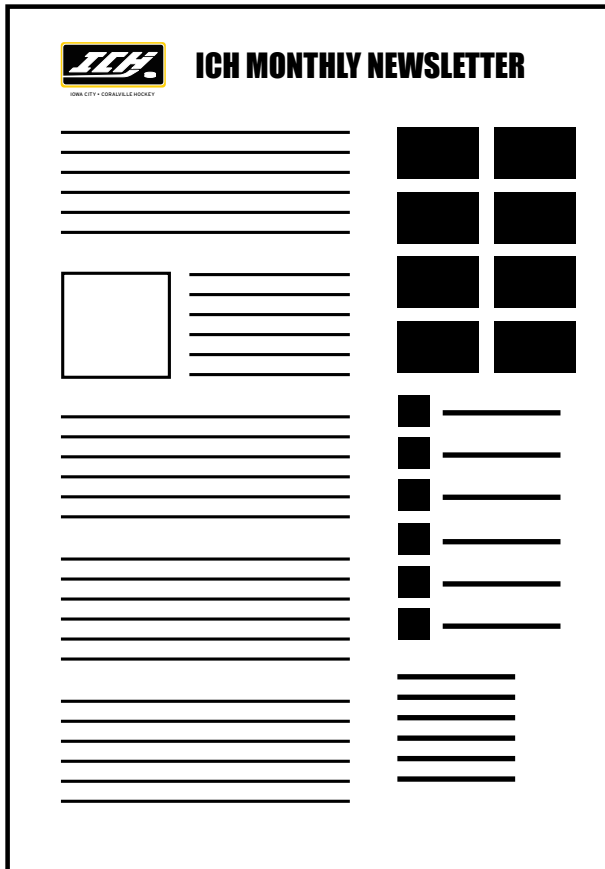
**Hat Trick Sponsors** are listed with a logo and link.

**Goal Sponsors** are listed with a link.

**Assist Sponsors** are listed.



## MONTHLY EMAIL NEWSLETTER



**Stanley Cup Sponsors**  
banner/logo with a link.

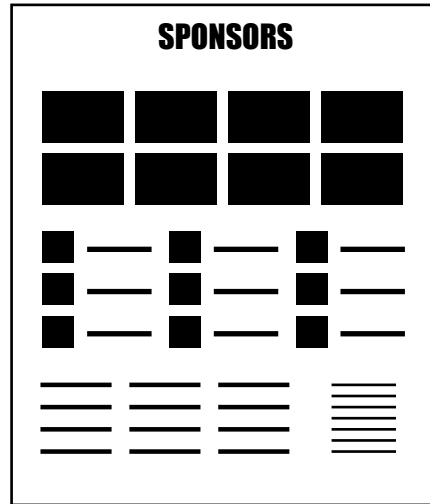
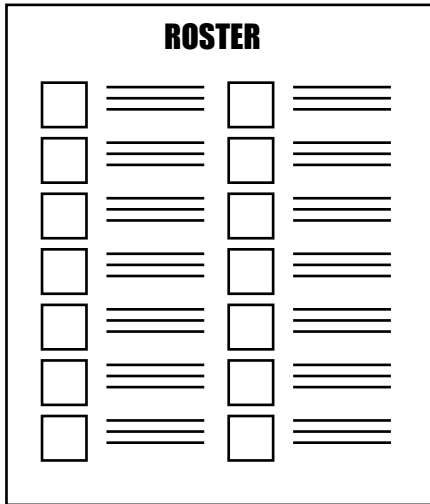
**Hat Trick Sponsors** are  
listed with a logo and link.

**Goal Sponsors** are listed  
with a link.

Monthly newsletter sent to player families for  
monthly announcements through the season.



## GAME ROSTER/PROGRAM



### Stanley Cup Sponsors

largest banner/logo.

**Hat Trick Sponsors** are listed with a logo.

**Goal Sponsors** smaller listing.



## **BECOMING A SPONSOR**

**Thank you for your consideration.**

If you are interested or have questions about supporting Iowa City/Coralville Youth Hockey by becoming a sponsor, please contact one of sponsorship committee members:

Marla Edwards  
319-330-9134  
[marla.edwards@iowacityhockey.org](mailto:marla.edwards@iowacityhockey.org)



## ICH SPONSORSHIP FORM

### Thank you for your consideration.

If you are interested in supporting Iowa City/Coralville Youth Hockey by becoming a sponsor, please fill out the form and mail it with your sponsorship check to the address below. We will send you a receipt confirming your sponsorship.

**Yes!** I would like to sponsor the 2011-2012 youth hockey season.

### Please select your level of support:

- Stanley Cup Level (\$1000 and above)
- Hat Trick Level (\$500 - \$999)
- Goal Level (\$250 - \$499)
- Assist Level (\$50 - \$249)

### Sponsor Contact Information

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Street Address \_\_\_\_\_

Contact Phone \_\_\_\_\_

Signature \_\_\_\_\_

### Please mail this form with your sponsorship check to:

(Checks payable to Iowa City • Coralville Hockey)

IOWA CITY • CORALVILLE HOCKEY  
ATTN: YOUTH SPONSORSHIP  
PO Box 5464  
Coralville, IA 52241



## SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

### ICH Holiday Face-Off Tournament

Community support is crucial to the development of quality recreational activities in the Coralville/Iowa City area. By becoming a sponsor, you help provide needed support to ICH while your business or organization stretches its marketing dollar.



Three age classifications of four teams each are invited to participate in a weekend long youth hockey tournament. The tournament takes place at Coral Ridge Ice Arena and draws several shopping spectators as it is held the weekend before Christmas. A small concession stand and large fund raising raffle are implemented during the tournament.

#### All sponsorships will be acknowledged in several media outlets:

- Large tournament signage
- Tournament program listing
- Tournament public announcements
- ICH website

[www.ichholidayface-off.com](http://www.ichholidayface-off.com)

#### 2011 Tournament Contribution

Monetary Donation Amount:

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Raffle Item Donation & Value:

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#### Sponsor Contact Information

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Street Address \_\_\_\_\_

Contact Phone \_\_\_\_\_

Signature \_\_\_\_\_