



Saratoga Youth Hockey



PO Box 247 Saratoga Springs, NY 12866



Introduction

Saratoga Springs Youth Hockey is pleased to offer companies, businesses and organizations the opportunity to sponsor teams and advertise on our website and dasher boards around the Weibel Avenue Ice Rink for the 2009-2010 season. All of these sponsorship programs offer high visibility and great exposure to thousands of visitors each year.

Founded in 1976, Saratoga Youth Hockey provides the opportunity for boys and girls from the Saratoga Springs area a chance to learn how to skate and play hockey at various competitive levels. We are a not-for-profit organization run by a volunteer Board of Directors and volunteer Coaches, Team Managers and Schedulers.

We have just completed our 33rd season and by all accounts, it was a wonderful success. We had approximately 300 players between the ages of 5 and 17 on teams sponsored by local businesses and patrons. All of our home games are played at the City of Saratoga rinks (2) located on Weibel Avenue. In addition to our youth hockey program, these rinks also serve as home ice for Skidmore's NCAA Division III team, the Saratoga Springs High School hockey team, local speed skating and figures skating clubs as well as numerous adult leagues and learn to skate programs.

Participation in a team sport teaches skills that last a lifetime. Saratoga Youth Hockey is committed to welcoming all players and to keeping our fees reasonable – especially in this challenging economy. Like you, we are trying hard to contain costs while keeping open the important option of providing financial aid to families in need. In order to accomplish all of this, we need the support of the local business community. We hope that you'll accept this offer to promote your business while at the same time supporting our youth organization.

Please review the information in this brochure for details on all of our advertising and sponsorship programs. Or, for more information, please contact our Sponsor coordinators: Tracy Barlok at tbarlok@skidmore.edu, or Dave Merriman at DaveM2424@yahoo.com

Thank you,

Gary Pelletier

President

Saratoga Youth Hockey, Inc.



Sponsorship Possibilities

■ Team Sponsorships

For the 2008-09 season we had 12 teams that travelled and and played throughout the NY and New England Area. Sponsorship of a team includes:

- Company name on back of team jerseys
- Listing on the SYHI Website
- Listing in Tournament Brochures

Cost: \$600 per team/season



■ Mite House/Termite Sponsorships

Typically we have 4 Mite House teams that play games between themselves at our home rinks in Saratoga. We also have a termite squad that is made up of younger skaters learning the basics of hockey. Sponsorship of these teams includes:

- Company name on back of team jerseys
- Listing on the SYHI Website

Cost: \$450 per team/season



■ Tournament Sponsorships

SYHI hosts up to four multi-day tournaments at our rinks in Saratoga Springs with other out-of-town teams. These tournaments draw hundreds of guest players and families at the Squirt, Pee Wee, Bantam and Mite/Midget levels over weekends in Nov., Dec., and Jan. Tournament Sponsorship includes:

- Logo on tournament tee shirts
- Listing in tournament brochures/letters
- Logo on tournament signs at the rink
- Listing on the SYHI Website

Cost: \$500 per Tournament



Advertising Opportunities

- Dasher Board Advertising:

Colorful and close to the action, dasher boards can be an excellent and affordable way to promote a variety of products and services! A 3 ft. x 8 ft long full color dasher board advertisement using your company graphics will be installed at the Weibel Rink on the boards opposite the seating section for maximum visibility at all events at the rink. This includes Skidmore College Hockey, Saratoga Springs High School Hockey, Figure Skating and Speed Skating events. The boards will be up for the entire season from Sept. through April.

Cost: \$600/season (boards may be jointly purchased by two organizations or businesses)



- Saratoga Youth Hockey Website

Advertisement of your company placed on the SYHI Website (www.saratogahockey.org) along with a direct link to your site.

Cost: \$200/season



Premium Sponsorship and Advertising Packages:

Platinum Sponsor

\$1,800.00

(a \$2,200 value)

- Travel team sponsorship
- Mite House or Termite team sponsorship
- Sponsor of a home tournament
- Dasher Board
- Premium Website Ad

Gold Sponsor

\$1,400.00

(a \$1,600 value)

- Travel team sponsorship
- Dasher Board
- Premium Website Ad



Premium Sponsorship and Advertising Packages:

Silver Sponsor

\$1,000

(a \$1,200 value)

- Travel team sponsorship
- Dasher Board

Bronze Sponsor

\$800

(a \$1,000 value)

- Mite House or Termite team sponsorship
- Dasher Board