



APPLEWOOD HOCKEY ASSOCIATION
2011/12 SPONSORSHIP PROGRAM

To Whom It May Concern:

Are you looking for a great way to put your advertising dollars to work and support your local community youth hockey program?

Applewood Hockey Association is a Not for Profit organization which provides over 700 youth ages 4 to 17 with an opportunity to develop life skills while participating in organized hockey. The goal of the organization is to develop community spirit and encourage sportsmanship and good fellowship amongst all of the participants for the betterment of their physical, mental and social well-being.

Our organization is entirely made up of volunteers that are trained to help youth reach their potential as players and help them to succeed in life's competitive environment.

WHAT APPLEWOOD HOCKEY SPONSORSHIP CAN DO FOR YOU

Your company name can be seen by hockey enthusiasts who visit ice facilities in the Mississauga area (population 690,000 people). Additionally, your company name would be displayed on the Applewood Hockey website as well as seen scrolling across its home page.

The benefits go well beyond name recognition. It is a way for you to contribute to the social well-being of our youth, as well as giving them an opportunity that might not exist without your financial contribution. The high costs associated with minor hockey (e.g. Registration fees, ice costs for practices and games, tournaments, equipment) are prohibitive for many people.

THE POSITIVE IMAGE ASSOCIATED WITH YOUR COMPANY WILL CONTINUE LONG AFTER YOUR GENEROUS CONTRIBUTION HAS BEEN MADE.

SPONSORSHIP PROGRAM DETAILS

The goal of the Applewood Hockey Association Sponsorship Program is to ease the financial burden of minor hockey for its participants.

LEVELS OF SPONSORSHIP

TEAM SPONSOR - \$500.00 and up

- Your company name displayed on players' jerseys
- Free advertising on the Applewood Hockey website – www.applewoodhockey.on.ca
- An appreciation plaque with your sponsored team's photo and your company name to be displayed at your facility in recognition of your support

SECONDARY SPONSOR - \$250.00 - \$499.00

- Name on sponsor list on Applewood Hockey website – www.applewoodhockey.on.ca

Thank you for considering the Applewood Hockey Association Sponsorship Program. If you have any questions, please do not hesitate to contact me at the following:

Tom Madge
Sponsorship Director

PHONE NUMBER: (416) 723-1801

EMAIL ADDRESS: tmadge@jaytex.com

ADDRESS: Applewood Hockey Association
C/o 4084 Farnsworth Cr., Mississauga, Ontario, L5L 3Z2

APPLICATION

Date: _____

Name of Sponsor:

Type of Sponsorship:

CIRCLE ONE

TEAM

SECONDARY

Team to Sponsor: _____

Name on Jersey: _____

Sponsor Contact Information:

Name: _____

Address:

Email: _____

Website: _____

Phone Number:

Amount of attached cheque: \$ _____

Please make cheque payable to the Applewood Hockey Association.

ADDRESS: Applewood Hockey Association

Applewood Hockey Association

C/o 4084 Farnsworth Cr. Mississauga, Ontario, L5L 3Z2

POLICY FOR SPONSORSHIPS

All sponsorship money must be used for the equipment, uniforms, tournaments, registrations, clinics, camps, team parties or travel expenses for tournaments. In the event that all the money is not used for the listed approved expenses, the remaining money is to be redirected back to the Applewood Hockey Association.