



**SAN JOSE STATE ICE
HOCKEY**
2011-2012 Season

San Jose State University Ice Hockey

American Collegiate Hockey Association (Division II)



Dear Prospective Sponsor,

The San Jose State University (SJSU) ice hockey team is a proud member of Division II of the American Collegiate Hockey Association (ACHA). Since establishment in 1991, the ACHA has grown to become the largest collegiate hockey league in the United States, boasting five divisions and nearly 400 teams from across the nation. Established a year earlier in 1990, our program has grown to become one of the West Region's perennial powerhouses and an annual contender for the National title.

The 2011-12 season will mark our program's 21st year. In March of 2012, we will hopefully be 1 of 16 teams traveling to Fort Meyers, Florida to compete once again in the ACHA National Tournament. This tournament will not only help the San Jose State Ice Hockey program continually grow, but will also help promote the Bay Area hockey as a whole on a National stage.

Despite our accomplishments, as a club sport, the team receives little financial support from the school, which makes funding a budget exceeding \$170,000 extremely difficult. Subsequently, each player is required to pay upwards of \$4,000 in dues per season just to play the sport they love. In addition to attending school full-time, many players have the added responsibility of maintaining part-time or full-time jobs to offset the cost of playing. With players spending an increasing amount of time away from the rink, it has been difficult for the team to improve its on-ice play and off-ice camaraderie.

This is where YOU can help make a difference. A charitable donation on your part, which is entirely tax-deductible due to the team's status as a non-profit organization, will have an immeasurable impact on the lives of our players, allowing them to focus on playing hockey instead of paying for it. Donations will be used to help offset operational costs (such as ice time, which is \$370/hour), travel costs (trips that require air travel cost a minimum of \$12,000), and equipment costs (jerseys, socks, pant shells, etc.).

In return for your generous donation, you will have access to a wide array of benefits including media visibility, advertising opportunities, and free season tickets to all of our home games. For more information about how we can tailor your sponsorship to meet your needs, please contact our Communications Officer, Neil Schumaker (neilschumaker@comcast.net).

Now that you have had a chance to learn a little more about our program, we hope you will join us in supporting the development of college hockey in Northern California.

Thank you for your time and consideration.

Sincerely,

James A. Lopez
President
SJSU Ice Hockey
(408)768-2458
james.lopez@students.sjsu.edu








2011-12 San Jose State Ice Hockey Sponsorship





CORPORATE SPONSORSHIP PACKAGES

PLATINUM SPONSOR - \$5000+



MEDIA BENEFITS

-  Presenting sponsorship of a Spartan home game (minimum two/season).
-  Mentioned as team sponsor on all of the team's radio broadcasts on 90.5 KSJS.
-  Mentioned as team sponsor during all fasthockey.com commercial breaks.
-  Full-page advertisement in SJSU Media Guide.
-  Prominent placement on the home page of the team's website at www.sjsuhockey.net.

EVENT EXPOSURE





-  Three public announcements per Spartan home game.
-  Three in-game event sponsorships (see Announcement Options).
-  Option to display banner(s) at all Spartan home games.
-  Option to hand out promotional material at each home game (up to 600 flyers/game).

TEAM BENEFITS





-  8 Season Tickets.
-  Monthly copy of the Spartan E-newsletter.

GOLD SPONSOR - \$2500



MEDIA BENEFITS

-  Mentioned as team sponsor on all of the team's radio broadcasts on 90.5 KSJS.
-  Mentioned as team sponsor on all fasthockey.com commercial breaks.
-  Half-page advertisement inside the SJSU Media Guide.
-  Prominent placement on the home page of the team's website at www.sjsuhockey.net.

EVENT EXPOSURE





-  Two public announcements per Spartan home game.
-  Two in-game event sponsorship (see Announcement Options).
-  Option to display banner(s) at all Spartan home games.
-  Option to hand out promotional material at each home game (up to 300 flyers/game).

TEAM BENEFITS



-  6 Season Tickets.
-  Monthly copy of the Spartan E-newsletter.

BLUE SPONSOR - \$1000



MEDIA BENEFITS

-  Mentioned as team sponsor on all of the team's radio broadcasts on 90.5 KSJS.
-  Mentioned as team sponsor on all fasthockey.com commercial breaks.
-  Quarter-page advertisement inside the SJSU Media Guide.
-  Placement in the "Sponsors" section on the team's website at www.sjsuhockey.net.

EVENT EXPOSURE

-  One public announcement per Spartan home game.
-  One in-game event sponsorship (see Announcement Options).

TEAM BENEFITS

-  4 Season Tickets.
-  Monthly copy of the Spartan E-newsletter.



2011-12 San Jose State Ice Hockey Sponsorship

INDIVIDUAL SPONSORSHIP PACKAGES

ALL-STAR - \$1000+

MEDIA BENEFITS

- Full-page advertisement inside the SJSU Media Guide (10.5" x 8").
- All-Star listing in the SJSU Media Guide and on the team's website at www.sjsuhockey.net.

EVENT EXPOSURE

- Support announced during each home game.

TEAM BENEFITS

- 2 Season Tickets.
- Monthly copy of the Spartan E-newsletter.

GOAL SCORER - \$500

MEDIA BENEFITS

- Half-page advertisement inside the SJSU Media Guide (5" x 8").
- Goal Scorer listing in the SJSU Media Guide and on the team's website at www.sjsuhockey.net.

EVENT EXPOSURE

- Support announced during each home game.

TEAM BENEFITS

- 1 Season Ticket.
- Monthly copy of the Spartan E-newsletter.

BLUELINER SPONSOR - \$250

MEDIA BENEFITS

- Quarter-page advertisement inside the SJSU Media Guide (5" x 3.75").
- Blueliner listing in the SJSU Media Guide and on the team's website at www.sjsuhockey.net.

EVENT EXPOSURE

- Support announced during each home game.

TEAM BENEFITS

- 1 Season Ticket.
- Monthly copy of the Spartan E-newsletter.

TEAM CONTRIBUTOR - \$10-\$250

- Contributor listing in the SJSU Media Guide and on the team's website at www.sjsuhockey.net.

SEASON TICKETS

SEASON TICKET - \$100

TEAM BENEFITS

- Grants general admission to every Spartan home game and non-SJSU showcase games.

SPONSORSHIP PACKAGE OPTIONS

ANNOUNCEMENT OPTIONS

IN-GAME EVENTS & PUBLIC ADDRESS ANNOUNCEMENTS

- Sponsor every SJSU Power Play for one home game: **\$50/game***
- Sponsor every SJSU Penalty Kill for one home game: **\$50/game***
- Sponsor the "Chuck-A-Puck" Intermission Contest: **\$25/game***
- Sponsor the 1st Intermission Game (varies): **\$25/game***
- Sponsor SJSU's Starting Lineup: **\$25/game***
- Sponsor the "3 Stars of the Game": **\$25/game***

* Costs apply to any announcements purchased in addition to those received from general or showcase sponsorship.

2011-12 San Jose State Ice Hockey Sponsorship



SHOWCASES
Don't miss out on your chance
to sponsor these special events!



DESCRIPTION

The San Jose State Spartans are proud to announce that they will be hosting two different showcases that will put on display some of the nation's top college hockey talent. These events present a unique opportunity for sponsors to attract a national audience on a local level while also supporting the growth & development of college hockey in Northern California.

HOW TO BECOME AN EVENT SPONSOR

TITLE SPONSOR - \$500*

MEDIA BENEFITS

- Company recognition with corporate logo (size = 3 cm) on all print advertising for the event.
- Mentioned as title sponsor on all of the event's radio broadcasts on 90.5 KSJS (during event only).
- Mentioned as team sponsor on all fasthockey.com commercial breaks (during event only).
- Full-page advertisement in the event program.
- Prominent placement on the home page of SJSU's website at www.sjsuhockey.net.

EVENT EXPOSURE

- Three public announcements per SJSU game during the event.
- Two in-game event sponsorships per SJSU game during the event (see Announcement Options).
- Option to display banner(s) in a central location at each tournament game.
- Option to hand out a premium of any value to attendees.

TICKET BENEFITS

- 6 Showcase Passes granting access to all tournament games.

PRESENTING SPONSOR - \$250*

MEDIA BENEFITS

- Company recognition with corporate logo (size = 2 cm) on all print advertising for the event.
- Mentioned as presenting sponsor on all of the team's radio broadcasts on 90.5 KSJS (during event only).
- Mentioned as team sponsor on all fasthockey.com commercial breaks (during event only).
- Half-page advertisement on the back inside cover of the event program.

EVENT EXPOSURE

- Two public announcements per SJSU game during the event.
- One in-game event sponsorship per SJSU game during the event (see Announcement Options).
- Option to display banner(s) in a central location at each tournament game.

TICKET BENEFITS

- 4 Showcase Passes allowing access to all tournament games.

OFFICIAL SPONSOR - \$100*

MEDIA BENEFITS

- Company recognition with corporate logo (size = 1 cm) on all print advertising for the event.
- Quarter-page advertisement inside the event program.

EVENT EXPOSURE

- One public announcement per tournament game.

TICKET BENEFITS

- 2 Showcase Passes allowing access to all tournament games.

** To become a Showcase Sponsor you, or your business, must make a minimum \$1,000 donation to the team's general fund in addition to the cost of showcase sponsorship.*



2011-12 San Jose State Ice Hockey Sponsorship

CORPORATE SPONSORSHIP FORM

LEVEL OF SPONSORSHIP (please check all that apply):

GENERAL: ___ PLATINUM ___ GOLD ___ BLUE
SHOWCASES: ___ TITLE SPONSOR ___ PRESENTING SPONSOR ___ OFFICIAL SPONSOR

SPONSORSHIP PACKAGE OPTIONS

<u>ANNOUNCEMENT OPTIONS</u>	<u>AMOUNT*</u>	<u>QUANTITY</u>	<u>TOTAL</u>
SJSU Power Plays	\$50/game	_____	\$ _____
SJSU Penalty Kills	\$50/game	_____	\$ _____
“Chuck-A-Puck” Intermission Contest	\$25/game	_____	\$ _____
1 st Intermission Game	\$25/game	_____	\$ _____
SJSU’s Starting Lineup	\$25/game	_____	\$ _____
“3 Stars of the Game”	\$25/game	_____	\$ _____
		SUBTOTAL	\$ _____

* Costs apply to any announcements purchased in addition to those received from general or showcase sponsorship.

MY TAX-DEDUCTIBLE DONATION IS: \$ _____

Check this box if you choose to ACCEPT NO BENEFITS

NAME(S)* _____
 BUSINESS NAME (if applicable)* _____
 BUSINESS ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 EMAIL _____ FAX _____
 HOME PHONE: (____) _____ BUSINESS PHONE: (____) _____

* Please list these names as you would like them to appear online and in the media guide.

** PLAYER CONTACT(S) _____

** PLAYER CONTACT(S) – If applicable, please fill in the name(s) of the Spartan player(s) you wish to contribute on behalf of. Your contribution will be credited, dollar for dollar, toward those players’ season dues.

PLEASE EMAIL ALL ADVERTISEMENTS (IN JPEG FORMAT) TO james.lopez@students.sjsu.edu.

Payment can be made ONLINE at www.sjsuhockey.net or by CHECK:

Make checks payable to: ICE HOCKEY AT SAN JOSE STATE
Mail check to: ICE HOCKEY AT SAN JOSE STATE
 1060 South 3rd Street #202
 SAN JOSE, CA 95112

Note: A \$25 returned check service charge is assessed for each dishonored check the bank returns to the team.

<p>SAN JOSE STATE ICE HOCKEY TAX ID: #26-0809180</p>



2011-12 San Jose State Ice Hockey Sponsorship

INDIVIDUAL SPONSORSHIP FORM

LEVEL OF SPONSORSHIP (please fill in those that apply):

___ ALL-STAR ___ GOAL SCORER ___ BLUELINER ___ CONTRIBUTOR ___ SEASON TICKET(S)

Check this if you choose to ACCEPT NO BENEFITS

NAME(S)* _____

BUSINESS NAME (if applicable)* _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ FAX _____

HOME PHONE: (____) _____ BUSINESS PHONE: (____) _____

** Please list these names as you would like them to appear online and in the media guide.*

MY TAX-DEDUCTIBLE DONATION IS: \$ _____

** PLAYER CONTACT(S) _____

** PLAYER CONTACT(S) – If applicable, please fill in the name(s) of the Spartan player(s) you wish to contribute on behalf of. Your contribution will be credited, dollar for dollar, toward those players' season dues

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