



HOSTED BY:
SAN JOSE STATE SPARTAN ICE HOCKEY

Dear Prospective Sponsor,

The San Jose State University Ice Hockey team is a Division II member of the American Collegiate Hockey Association (ACHA): the largest collegiate hockey league in the United States, boasting five divisions and nearly 400 teams. Since establishment in 1990, our program has grown to become one of the West Region's perennial powerhouses and an annual contender for the National Title. We have qualified for the ACHA National Tournament 9 times in the past 15 years, most recently finishing the 2009-10 season in 10th place out of 185 teams.

The 2010-11 season will mark our program's 20th anniversary and to help celebrate this achievement we have been awarded the prestigious honor of hosting the 2011 ACHA National Tournament. From March 15th-19th, 2011 we will welcome 16 teams from across the nation and will host 27 games over 5 days at the Bay Area's premier ice hockey facility: Sharks Ice at San Jose. This tournament will not only help the San Jose State Ice Hockey program grow, but will also help promote the Bay Area and youth hockey as a whole. YOU can make a tremendous impact on the sport by becoming an event sponsor. In return for your sponsorship, you or your business will receive a wide array of benefits, including, but not limited to, media visibility, advertising opportunities, and event passes.

We invite you to browse the attached sponsorship packet for a complete list of benefits available to you or your business. If you are interested in an alternate means of acknowledging your generous support, we more than willing to consider other benefit options than those listed in the packet.

For more information or if you have any questions, please contact the tournament co-directors listed below.

We appreciate your consideration and sincerely hope that you join us in supporting the development of collegiate hockey in Northern California!

Sincerely,

Kristin Appleton
General Manager
sjuhockeygm@hotmail.com

Janelle Zalinski
Director of Public Relations
jzalinski@gmail.com

Andy Dickerson
President
adickerson39@gmail.com

SPONSORSHIP PACKAGES

SUPERSTAR SPONSORSHIP - \$4,000+

MEDIA BENEFITS

- Presenting sponsorship of all 27 games, including the Championship game
- Mentioned as Tournament sponsor during all fasthockey.com commercial breaks (two per period and one each intermission).
- Full-page advertisement in 2011 National Tournament Program.
- Prominent placement on the home page of the Tournament's website.

EVENT EXPOSURE

- Three public announcements per game.
- Three in-game event sponsorships (see Announcement Options).
- Option to display banner(s) at venue site.
- Option to hand out promotional material at each game.

TEAM BENEFITS

- 6 Tournament Passes granting access to all games.
- Copy of the 2011 National Tournament Program.

HAT TRICK SPONSORSHIP- \$2,000

MEDIA BENEFITS

- Mentioned as Tournament sponsor on all fasthockey.com commercial breaks (two per period and one each intermission).
- Half-page advertisement inside the 2011 National Tournament Program.
- Prominent placement on the home page of the Tournament's website.

EVENT EXPOSURE

- Two public announcements per game.
- Two in-game event sponsorships (see Announcement Options).
- Option to display banner(s) at venue site.
- Option to hand out promotional material at each game.

TEAM BENEFITS

- 4 Tournament Passes granting access to all games.
- Copy of the 2011 National Tournament Program.

PLAYMAKER SPONSORSHIP - \$1,000

MEDIA BENEFITS

- Mentioned as team sponsor on all fasthockey.com commercial breaks (one per period and one each intermission).
- Half-page advertisement inside the 2011 National Tournament Program.
- Placement in the "Sponsors" section on the Tournament's website.

EVENT EXPOSURE

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

TEAM BENEFITS

- 2 Tournament Passes granting access to all games.
- Copy of the 2011 National Tournament Program.

ENFORCER SPONSORSHIP - \$500

MEDIA BENEFITS

- Half-page advertisement inside the National Tournament Program (5" x 8").
- Goal Scorer listing on National Tournament website.

EVENT EXPOSURE



- Support announced during each game.

TEAM BENEFITS


- 1 Tournament Pass granting access to all games.
- Copy of the 2011 National Tournament Program.

BREAKAWAY SPONSORSHIP - \$250



MEDIA BENEFITS

-  Quarter-page advertisement inside the National Program (5" x 3.75").
-  Blueliner listing on the National Tournament website.

EVENT EXPOSURE

-  Support announced during each game.






TEAM BENEFITS


-  1 Tournament Pass granting access to all games.
-  Copy of the 2011 National Tournament Program.

SPONSORSHIP PACKAGE OPTIONS

ANNOUNCEMENT OPTIONS

IN-GAME EVENTS & PUBLIC ADDRESS ANNOUNCEMENTS

-  Sponsor Home Team Power Plays: **\$50/game***
-  Sponsor Away Team Power Play: **\$50/game***
-  Sponsor an Intermission Game (varies): **\$25/game***
-  Sponsor Home Team's Starting Lineup: **\$25/game***
-  Sponsor Away Team's Starting Lineup: **\$25/game**

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

SPONSORSHIP FORM

LEVEL OF SPONSORSHIP (please check all that apply):

___ SUPERSTAR ___ HAT TRICK ___ PLAYMAKER
___ ENFORCER ___ BREAKAWAY

SPONSORSHIP PACKAGE OPTIONS

<u>ANNOUNCEMENT OPTIONS</u>	<u>AMOUNT*</u>	<u>QUANTITY</u>	<u>TOTAL</u>
Home Team Power Plays	\$50/game		\$
Away Team Power Plays	\$50/game		\$
Intermission Game	\$25/game		\$
Home Team Starting Lineup	\$25/game		\$
Away Team Starting Lineup	\$25/game		\$
SUBTOTAL			\$

* Costs apply to any announcements purchased in addition to those received from general 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 tournament program.

PLEASE EMAIL ALL ADVERTISEMENTS (IN JPEG FORMAT) TO adickerson39@gmail.com.

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
P.O. BOX 23322
SAN JOSE, CA 95153-3322

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

SAN JOSE STATE ICE HOCKEY
TAX ID: #26-0809180