



# Ames Minor Hockey Association (AMHA)

## Corporate Sponsorship Program

**2011/2012 Season**

The Ames Minor Hockey Association (AMHA) was founded in 1973 and began competition during the 1974-1975 Season. Committed to youth hockey, the Ames youth hockey program established itself as a top youth hockey organization winning numerous season championships and tournament championships in the state of Iowa and the Midwest League. Since its' beginning, Ames Minor Hockey Association (AMHA) has served thousands of central Iowa families from Story, Boone, Hamilton, Jasper, Marshall, Carroll, and Polk counties. Each year, about 160 boys and girls three years to 18 years old participate in AMHA youth hockey.

The purpose of the Ames Minor Hockey Association (AMHA) is to promote the game of hockey and present a positive role model for the youth of our community. We want to provide an equal opportunity for the young people in the Ames area to learn the game and share in the enjoyment of playing. It is our desire that each participant - player, coach, referee, and parent - find a supportive environment that promotes fun and that encourages development to his or her maximum potential in the game of ice hockey. In doing so, they should learn the value and importance of teamwork and exemplify sportsmanship.

One of the realities of competitive youth hockey is that it is expensive to take part. The cost of ice time alone can border on the prohibitive side. When you add in the costs of equipment and travel associated with hockey, it is a sad but true fact that the expense can become exclusionary for many. Sometimes an otherwise deserving and capable youth hockey player is simply unable, i.e. for financial reasons, to take part. The Ames Minor Hockey Association is committed to eliminating this obstacle as best we can, and have established the Corporate Sponsorship Program.

Interestingly, the expensive nature of the sport offers a potential "upside" for our sponsors. The hockey community generally is made up of consumers who can and do support businesses that sponsor hockey. They are also keenly aware and appreciative of businesses and individuals who so generously support their children and the game they love.

So if you have a business you want to promote, or if you just want to play a significant part in the life of a deserving youth hockey player, we ask you respectfully to consider becoming an Ames Minor Hockey Association (AMHA) Sponsor.

## Demographics of Ames/ISU Ice Arena Attendees

The nature of ice hockey and figure skating as sports is such that generally speaking, the people who take part in these sports are relatively supportive of their kids and have committed a significant amount of funds so they can participate. Whether it is ice hockey or figure skating, the costs involved to outfit the athletes are significant, as are the costs for adequate ice time and quality instruction and coaching.

The demographics of those who frequent ice arenas can therefore be described as young, suburban couples with children involved in ice hockey and figure skating. These people tend to be very competitive themselves and so are willing to spend their money to give their children a competitive advantage. They tend to identify very strongly with their children's sports and they are generally very loyal to the organization with whom they are affiliated.

If this social demographic fits the bill as a target audience for your business' advertising, then you should consider the advantages of investing a portion of your marketing budget in such ice arena marketing through an appropriate Ames Minor Hockey Association (AMHA) sponsorship.

## Ames/ISU Ice Arena

Ames/ISU Ice Arena is located in Ames, Iowa and is one of the prime ice skating facilities in North Central Iowa. The Ames/ISU Ice Arena serves as the primary home for the Ames Minor Hockey Association (AMHA) hockey teams (Initiation, Tykes, Mites, Squirts, PeeWee, Bantam, Little Cyclones Junior Varsity and Varsity High School), the Iowa State University men's and women's hockey teams, Iowa State University intramural ice sports, Ames Figure Skating Club, Ames Parks and Recreation public skating and birthday parties, adult hockey, and Ames/ISU Ice Arena will host the 2011/2012 Midwest League Varsity Tournament, Junior Varsity Tournament, and the East-West All-Star Game. Corporate Sponsorship levels that include Ames/ISU Ice Arena banner, or Dasher Boards, or Ice Re-Surfacers signage will be viewed by visitors attending from Ames, Cedar Rapids, Des Moines, Dubuque, Mason City, Sioux City, Waterloo, Quad Cities, Kansas City, Lincoln, and Tri-City. Ames/ISU Ice Arena has served as host to the Iowa Summer Games ice events and is being considered for Iowa's hockey state tournaments.

*It is estimated that the "Foot Traffic" at Ames/ISU Ice Arena exceeds one hundred twenty-five thousand (125,000) persons annually. These persons are physically present in the facility for hours at a time, whether it is to watch a hockey game or practice, or a figure skating lesson or exhibition, or public skating. The result is that businesses that choose to advertise at Ames/ISU Ice Arena get more than one hundred twenty-five thousand (125,000) "impressions" that are constantly being reinforced and repeated as people sit and watch the event they are there for.*

***Special bonus traffic: Ames/ISU Ice Arena will host the 2011/2012 Midwest League Varsity Tournament, Junior Varsity Tournament, and the East-West All-Star Game. Corporate Sponsorship levels that include Ames/ISU Ice Arena banner, or Dasher Boards advertising, or Ice Re-Surfacers advertising will be viewed by visitors attending from Ames, Cedar Rapids, Des Moines, Dubuque, Mason City, Sioux City, Waterloo, Quad Cities, Kansas City, Lincoln, Tri-City.***

\* Ames Minor Hockey Association (AMHA) is an Iowa not-for-profit corporation and is a registered 501(c)3 charitable organization for federal tax purposes.

## Sponsorships\*

### 1. BEHIND THE NET Sponsor - \$50.00

Your company name will be included in the Little Cyclone Game Day Program.

### 2. REDLINE Sponsor - \$100.00

- Your company name posted on the Ames Minor Hockey Association (AMHA) website
- Your company name will also be included in the Little Cyclone Game Day Program.

### 3. BLUELINE Sponsor - \$200.00

- Your company name listed on our Sponsor Board on a six inch by eighteen inch banner (6" x 18").
- Your company name posted on the Ames Minor Hockey Association (AMHA) website
- Your company name will also be included in the Little Cyclone Game Day Program.
- Your company will also receive four (4) Little Cyclone high school hockey tickets.

### 4. COACHES CORNER Sponsor - \$400.00

- Your company name listed on our Sponsor Board on a twelve inch by eighteen inch banner (12" x 18")
- Your company name posted on the Ames Minor Hockey Association (AMHA) website
- Your company name will be announced over the public address (PA) system during home games.
- Your company name will also be included in the Little Cyclone Game Day Program.
- Your company will also receive ten (10) Little Cyclones high school hockey tickets—great for a company outing!

### 5. FACE OFF Sponsor - \$800.00

- Your company name listed on our Sponsor Board on a Twelve inch by thirty-six inch banner (12" x 36"),
- Your company name posted prominently on the Ames Minor Hockey Association (AMHA) website
- Your company name will be announced over the public address (PA) system during home games.
- Your company name will also be included in the Little Cyclone Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive thirty (20) Little Cyclones high school hockey tickets—great for a company outing!
- Your company will have the opportunity to insert a coupon or announcement in 5 different Little Cyclone Day Programs.

### 6. TEAM Sponsor - \$1,500.00

- Sponsor one of the lower division teams (Mites, Squirts, PeeWee or Bantam) through an exclusive position bearing your company logo on a 3"x5" patch. These patches will be on home and away team jerseys all season long. Your company will be down on the ice for exciting hockey action with logo exposure to fans and media outlets covering the game. Team sponsorship based on availability—only one jersey patch per team allowed.
- Your company name listed on our Sponsor Board on a Twenty-four inch by eighteen inch banner (24" x 18")
- Your company name posted prominently on the Ames Minor Hockey Association (AMHA) website
- Your company's name will be announced over the public address (PA) system during home games.
- Your company name will also be included in the Little Cyclone Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive thirty (30) Little Cyclones high school hockey tickets—great for a company outing!
- Your company will have the opportunity to insert a coupon or announcement in 10 different Little Cyclone Day Programs

***Team availability on a first come basis! Lower division teams travel for away games and typically play 40+ games during the season***

### 7. HAT TRICK Sponsor - \$2,000.00

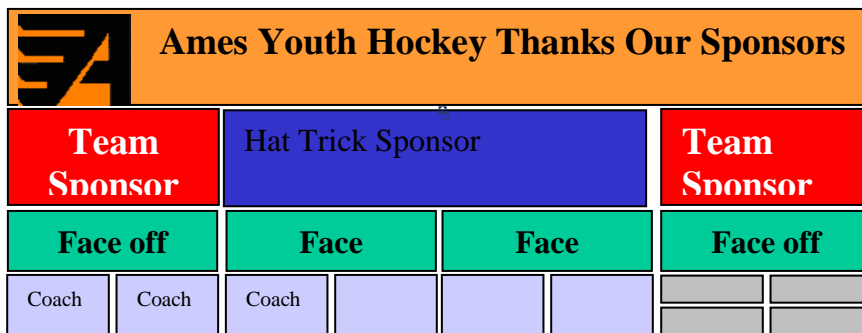
- Your company name displayed on a Dasher Board or on the Ice-Resurfacers.
- Your company name listed on our Sponsor Board a twenty-four inch by seventy-two inch banner (24" x 36"),
- Your company name posted prominently on the Ames Minor Hockey Association (AMHA) website
- Your company's name will be announced over the public address (PA) system during home games.
- Your company name will also be included in the Little Cyclone Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive thirty (40) Little Cyclones high school hockey tickets—great for a company outing!
- Your company will have the opportunity to insert a coupon or announcement in 10 different Little Cyclone Game Day Programs
- Your company will also receive two (2) tickets to AMHA's annual Gala. Our year end celebration with music, dancing and dining.

## 8. The Silver Cup Sponsor Ship- \$2500.00

- Your company name displayed on The *Score Board* (There are only two (2) spots for companies on the scoreboard, currently there is one spot open.)
- Your company name listed on our Sponsor Board a twenty-four inch by seventy-two inch banner (24" x 36"),
- Your company name posted prominently on the Ames Minor Hockey Association (AMHA) website
- Your company's name will be announced over the public address (PA) system during home games.
- Your company name will also be included in the Little Cyclone Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive thirty (50) Little Cyclones high school hockey tickets—great for a company outing!
- Your company will have the opportunity to insert a coupon or announcement in all the Home Little Cyclone Game Day Programs
- Your company will also receive two (2) tickets to AMHA's annual Gala. Our year end celebration with music, dancing and dining.

## Arena Promotions

**Arena Banner** - Make your company seen by over one hundred twenty-five thousand (125,000) arena visitors during the twelve (12) month period. Ames Minor Hockey Association (AMHA) will prominently display your company name in the Ames/ISU ice arena.



**ScoreBoard** – Make your Company seen for the count. Your company will be displayed on the scoreboard. With every score made, with every tick of the clock, your company is being seen. There are *only* two companies displayed on the scoreboard...Make your company one of them.

**Dasher Boards** – One of the most popular forms of signage for ice arenas. All eyes are focused on your company's dasher board(s) thousands of times each season as the puck passes your signage during play. Dasherboard panels (3' x 8') can make your company's brand/logo part of the action on the panels surrounding the ice surface. Dasherboard panels are in full view of all Arena Guests.

**Ice Re-Surfacers** - Receive prominent on-ice exposure via signage on the ice-resurfacing machine (sometimes referred to as Zamboni). The ice is resurfaced prior to games and between game periods and during public skating. Ice Re-Surfacers advertising (one full side of the Ice-Resurfacers) will be seen by visitors when the ice is resurfaced.

**\*\*\*\*\*ScoreBoard, Dasherboard panel and Ice Re-Surfacers availability are very limited\*\*\*\*\***

**Public Address Announcements** - Make your company heard by hundreds of fans each home game. During games, the public address system will recognize our sponsors.

**Jersey Patch** - Sponsor one of the division teams (Mites, Squirts, PeeWee or Bantam) teams through an exclusive position bearing your company logo on a 3"x5" patch. These patches will be on *home and away team jerseys* all season long. Your company will be down on the ice for exciting hockey action with logo exposure to fans and media outlets covering the game. Team sponsorship based on availability—only one jersey patch per team allowed.

**Print Advertising:** Print advertising with the Ames Minor Hockey Association (AMHA) offers businesses affordable and effective exposure in the team publication throughout the 2011/2012 hockey season.

**The Ames Little Cyclone Game Day Program** - What better way to reach Ames/ISU Ice Arena guests than by placing your company's advertising message in Ames youth hockey game day programs? Game programs are used by fans to follow their favorite players and are a great way to promote your business or product.

**Note:** *FACE OFF, TEAM, HAT TRICK AND SILVER CUP Sponsors will be spotlighted on the cover page of the Little Cyclone Game Day Program on a rotating basis. Special arrangements can be made to have for a special recognition over the PA system during the game and have your company spotlighted on the cover of the Little Cyclone Game Day Program to coincide with your company outing.*

\* All sponsorships and any advertising are for one hockey season only.

\*\* All banners, dasher board, Silver Cup and ice re-surfacer advertising must be with permission of Ames Minor Hockey Association and Ames Parks and Recreation Department.

\*\*\* Please contact AMHA Corporate Sponsorship Committee Chairman Sheri Carter 515-291-4291 or email [farawaykiddo@hotmail.com](mailto:farawaykiddo@hotmail.com)



Ames Minor Hockey Association (AMHA)

P.O. Box 1492
Ames, IA 50014
www.ameshockey.com

Corporate Sponsor Application

Company Name:
Company Address: City: State: Zip:
Contact Person:
Contact Person Phone Number: Contact Person E-mail:

AMHA Member Working With Company:
AMHA Member Phone Number: AMHA Member E-mail:

Corporate Sponsorship Level:

- BEHIND THE NET Sponsor (\$50.00)
REDLINE Sponsor (\$100.00)
BLUELINE Sponsor (\$200.00)
COACHES CORNER Sponsor (\$400.00)
FACE OFF Sponsor (\$800.00)
TEAM Sponsor (\$1500.00)
HAT TRICK Sponsor (\$2,000.00)
SILVER CUP (\$2500.00)

Table with 9 columns: Corporate Sponsor Level, On ice advertise, Team Jersey Patches, Little Cyclone Book Inserts, Single Game Tickets, Arena PA Announcements, Arena Banner, AMHA Website Presence, Little Cyclones Game Day Program. Rows include BEHIND THE NET, REDLINE, BLUELINE, COACHES CORNER, FACE OFF, TEAM, HAT TRICK, and SILVER CUP.

Please list below if there is a specific team (for TEAM Sponsor level only) or specific placement request for Program Book advertisement (for FACE OFF, SILVER CUP and HAT TRICK Sponsor levels only):

Note: Dasherboard panel, Silver Cup and Ice Re-Surfacers (HAT TRICK Sponsor level only) availability is limited, check with Corporate Sponsorship Committee Chairman (Sheri Carter 515-291-4291) before accepting payment and submitting order.

Special Offering: Business interested in special offering: (\$25.00 additional). Special Offering would be a one-time placement of a special advertisement or coupon in the Little Cyclone Game Day Program.

Company Representative Signature: Date:

- Please make checks payable to: Ames Minor Hockey Association
AMHA Member Working With Company please make two additional copies—send original to AMHA with art work attached, provide copy to company, keep copy for yourself.

	Cost	AMHA Sponsor Family Percent	AMHA Sponsor Family Share	On ice Advertising	Team Jersey Patches	Single Game Tickets	Arena PA Announce	Arena Banner	AMHA Website	Little Cyclone Game Day Program Placement
<b>Corporate Sponsorship Levels</b>										
<b>BEHIND THE NET Sponsor</b>	\$50	30%	\$15.00							Yes
<b>REDLINE Sponsor</b>	\$100	30%	\$30.00						Yes	Yes
<b>BLUELINE Sponsor</b>	\$200	30%	\$60.00			4		6" x 18"	Yes	Yes
<b>COACHES CORNER Sponsor</b>	\$400	30%	\$120.00			10	Yes	12" x 18"	Yes	Yes
<b>FACE OFF Sponsor</b>	\$800	30%	\$240.00			30	Yes	12" x 36"	Yes	Yes
<b>TEAM Sponsor</b>	\$1,500	30%	\$450.00		Yes	30	Yes	24" x 36"	Yes	Yes
<b>HAT TRICK Sponsor</b>	\$2,000	30%	\$600.00	Dasher/resurface		40	Yes	24" x 36"	Yes	Yes
<b>SILVER CUP Sponsor</b>	\$2,500	30%	\$750.00	Scoreboard		50	Yes	24"x36"	Yes	Yes

Note: Family share not to exceed total registration fee for family for season (no payouts for excess beyond what family owes for registration).

Note: No in-kind services equated to Corporate Sponsorship level--all in-kind services must be reviewed by CSC committee and recommendations forwarded to AMHA board for consideration.