



# SHS Ice Hockey Club

## *Sponsorship Packet*



Dear Parents:

The **Springfield High School Ice Hockey Club** is trying a new fundraiser this year. The new Sponsorship-Ad Book provides a great opportunity for you to **reduce your tuition costs** as well as raise money for the club.

The publication of our 2010-2011 Ad Book will allow all Springfield Ice Hockey supporters, from businesses to players' families, to cheer the team on to success. In addition to the advertisement in the physical book, sponsors that spend \$60 or more are entitled to a link on the SHS Ice Hockey website for the 2010-2011 year.

**Fifty percent** of the cost of each advertisement that a player submits for booklet publication will be credited towards that player's hockey tuition. A player cannot be credited for an amount greater than the base tuition. Therefore, if a player sells advertisements that exceed two times the base tuition amount, then the excess sales revenues will be placed in the team fund to help cover additional practices, tournament fees, and operating expenses.

The final submission date for ads is November 1, 2011.

The enclosed package provides you with all the materials you'll need to help keep a great kid from The Springfield High School Ice Hockey Club on the ice...

Sincerely,

Len Sabato  
SHS Ice Hockey President

# *SHS Ice Hockey Club*

## **2011-2012 Ad Book Prices**

Full Back Cover (8½ by 11)	<i>Stanley Cup Level</i> .....\$400
Inside Front Cover (8½ by 11)	<i>Calder Cup Level</i> .....\$300
Inside Back Cover (8½ by 11)	<i>Calder Cup Level</i> .....\$300
Full Page (8½ by 11)	<i>Hat Trick Level</i> .....\$150
Half Page (7½ by 5)	<i>Power Play Level</i> .....\$75
Quarter Page (3½ by 5)	<i>Players Bench Level</i> ....\$60
Business Card (standard)	<i>Great Save Level</i> .....\$35
Family Support Block (20-word maximum)	<i>Penalty Box Level</i> .....\$25
Booster (one-line name listed)	<i>Face-off Level</i> .....\$20

### **Ad-Selling Hints**

**Any Ads \$60 and above, will have a link posted on the SHS Ice Hockey Sponsorship webpage.**

- Get Business Cards, Letterheads, etc. for logos and original copy.**  
Copy must be the same size as the ad chosen. For example, a business card cannot be enlarged to a full-page ad.
- Artwork and Ad Print must be finished and ready to print.**  
All Ads, even handwritten, will be published in the book as received. Please have the ads finished before you turn them in.
- All Ads are to be prepaid.**  
We cannot send bills or invoices.
- Make Checks payable to:** **SHS Ice Hockey Club**

**Mail ads and money to:** Kris Biehl  
524 Barry Drive  
Springfield, PA 19064

**Deadline – November 1, 2011**



*SHS Ice Hockey Club*

**Ad Book Information**

**Name of Customer:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Website Address for Posting:** \_\_\_\_\_

**Phone:** ( \_\_\_\_\_ ) **Sold by:** \_\_\_\_\_

- Size of Ad:**
- |   |  |
|---|--|
| <input type="checkbox"/> Front Cover Insert   | <input type="checkbox"/> Back Cover        |
| <input type="checkbox"/> Full Page            | <input type="checkbox"/> Back Cover Insert |
| <input type="checkbox"/> Half Page            | <input type="checkbox"/> Business Card     |
| <input type="checkbox"/> Quarter Page         | <input type="checkbox"/> Booster           |
| <input type="checkbox"/> Family Support Block |  |

**Artwork:**  No **Must be camera-ready or print-ready –**  
 Yes **NO EXCEPTIONS!**

**Message** (for Family Support Block; up to 20 words): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Booster Name:** \_\_\_\_\_

**Full Amount** (Enclosed with this Ad): \$ \_\_\_\_\_

**Date Submitted:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Send this form** (keep a copy for yourself), the **original ad**, and a **check**  
Payable to: **SHS Ice Hockey Club**

Mail

To: Kris Biehl  
524 Barry Drive  
Gpringfield, PA 19064

**Deadline – November 1, 2011**