



Sponsorship Guide



Rochester Youth Hockey Association

www.ryha.net



Rochester Youth Hockey Association

Welcome Sponsors!	3
Team Sponsorships	4
Facility Sponsorships	5
Puck Sponsorship	6
RYHA by the Numbers	11
Sponsorship Requirements	12



Welcome Sponsors!

As a sponsor of Rochester Youth Hockey Association (RYHA), you help us achieve our mission. Through your support, we are able to provide our young people and families many things including; uniforms, ice time, scholarships, equipment, safety & development clinics, coaching education, maintenance, and facility upgrades. We really couldn't do it without your financial contributions. All proceeds support RYHA.

If you have any questions, please contact:

Sponsorship Representative at rochestermnyouthhockey@gmail.com



Team Sponsorships

Team Sponsorships are the centerpiece to sponsorship with RYHA. It allows us to provide uniforms for our teams, and keep the costs down for all RYHA families.

Boys Bantam, PeeWee, Squirt Girls U15, U12, U10	
A Teams	\$800
B Teams	\$700
PeeWee & Squirt C	\$500

Mites	
MITE TITLE SPONSOR	\$2,500
Termites	\$800
Supermites	\$300

What's Included in Team Sponsorship

As a Team Sponsor, you really are a part of the team. Your business name will be visible on each of your athlete's uniforms in every game and in front of families every time they look up their schedule on their team webpage. You'll also have the opportunity to send them a unique offer, send messages to your team throughout the year to congratulate them on a big

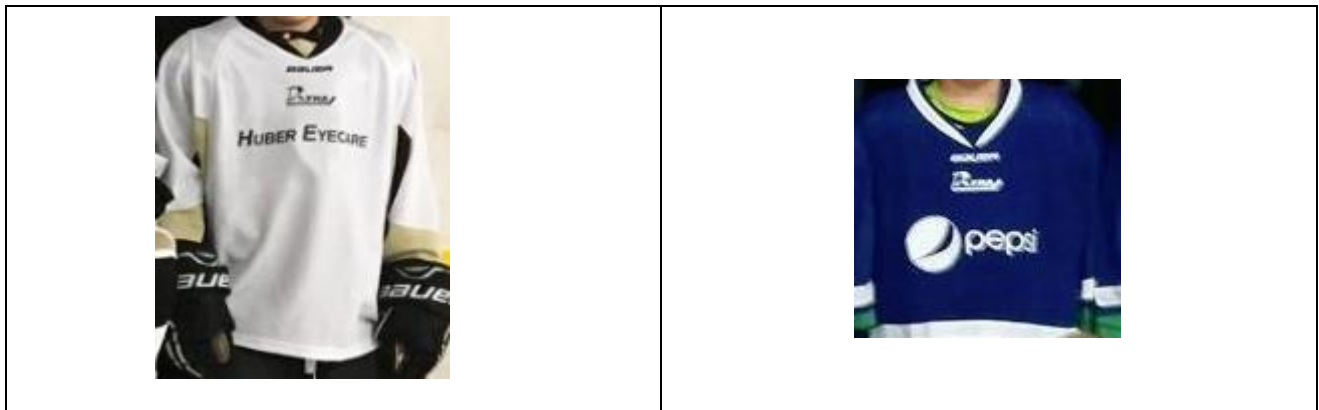
win, or wish them luck ahead of a tournament. All sponsors are also recognized on our association's website under Sponsorships as well as listed in our winter newsletter.

Specific details include:

- **Traveling A/B Teams & PeeWee C** – sponsor name is listed on the back of the traveling uniform



- **Squirt C** – sponsor logo is listed on the front of the uniform.



- **Supermite** – sponsor logo/name is printed on front of uniform.



- **Termite** – sponsors logo is printed large on the back of the jersey. Approximately 80 uniforms.



- **Mite Title Sponsor** – logo is printed on the front of all Supermite and Termite jerseys. Your logo is printed on approximately 300 players and visible at every mite session.



Facility Sponsorships

With thousands of events at Graham Arena, having your business around the facility is an awesome way to show your support and create visibility for your business.

What makes advertising at the Graham Arena Complex a good marketing tool?

- The Graham Arena Complex is the most heavily trafficked spectator facility in Rochester!
- Graham Arena is host to over 700 youth and high school hockey games yearly and plays host to thousands of local and out of town guests!
- Over 25 non-ice events take place at the Graham Arena Complex each year with an estimated attendance of over 500,000 people
- The Graham Arena Complex offers a captive audience with a wide array of target markets!

All advertising revenue supports RYHA.

*All Facility Sponsorship Options are 3 year commitments

Wall Banner	\$800
Dasher Sign	\$1,000
Zamboni (1/2 wrap)	\$1,500 (plus artwork, vinyl, & installation)
In-Ice Logos	\$1,250 (plus artwork and sign)

What's Included in a Facility Sponsorship

- **Dasher Boards**

Hockey Board Signs are 33" x 96" and located across the rink from the spectator seating.

Image Examples:



- **Wall Banners**

Signs are 4' x 8' and located on each end of the rink in Graham Arena 1.

Image Examples:



- **Zamboni**

Two Zamboni's. Image Examples:



- **In-ice Logo**

Image Examples:





Puck Sponsor

Your company logo is printed on every puck. 1000 pucks with your company name on them. Each team is provided approximately 20 pucks.

1000 Personalized Pucks	\$2000
-------------------------	--------





RYHA by the Numbers

Membership

For the 2016/2017 season, we had over **825** players.

Mites: 368 participants consisting of 18 Termite and Supermite teams.

Others: 460 participants consisting of 30 Traveling and City teams.

Tournaments

RYHA will host 9 tournaments over 6 weekends with over 80 teams playing in Rochester during the 2017-18 season.



Sponsorship Requirements

All Sponsorships

In order to fully process your sponsorship, please send an email with the following information to rochestermnyouthhockey@gmail.com

Logo Requirements & Contact Information

Please send all assets and information to rochestermnyouthhockey@gmail.com

- Sponsorship packages your business would like for the year
- Name of business that will be sponsoring
- Name to be placed on jerseys (if appropriate)
- Business Address
- Website address
- Contact name for billing
- Contact name for logo
- Please send logo as .eps, .pdf, or high resolution .tiff file.
- 300 dpi or larger format

Dasher Board and Wall Banner Requirements

If you are sponsoring a dasher board or wall banner, please be sure to include the information below (if it's different than your main sponsorship contact) in your email to rochetermnyouthhockey@gmail.com

- Name of Business
- Name of business that will be sponsoring
- Business Address
- Website address
- Contact name for billing & sign info

Dasher Board and Wall Banner Sign Creation

RYHA partners with a local sign companies that will create your dasher board advertising for you. Single dasher boards are \$200 and are not included in your sponsorship fees. In some cases, there will be an additional charge for artwork if the sign company designs the dasher board for you. The sign company will produce the dasher board and deliver them to Graham Arena for you. As a service to sponsors, Graham Arena will install the dasher boards at no additional cost.

Guidelines for submitting art:

- Files may be submitted via email to rochestertermnyouthhockey@gmail.com
- Please submit a “print ready” file as a .pdf, Illustrator .eps, or high-resolution .tiff.
- File should be 300 dpi for full color graphics
- To avoid additional charges, file should be sized to 96” W x 33” T for Dasher Boards and 96” W x 32” T for Wall Banners.
- For .eps and .pdf files, fonts must be embedded or outlined. .pdf and .eps files that are not set up in the format will have problems with fonts being substituted. There may be additional charges for any file not properly submitted due to additional production time.