

# OMAHA JUNIOR LANCERS HIGH SCHOOL HOCKEY

## 2020-2021 ADVERTISING PACKAGE



**OMAHA**  
**JR. LANCERS**  
[WWW.JUNIORLANCERS.COM](http://WWW.JUNIORLANCERS.COM)

*Building Traditions and Setting  
New Standards*



Dear Friends, Supporters and Potential Sponsors,

As valuable members of our community, we would like to offer you a great opportunity to become a sponsor of the Omaha Junior Lancers High School Travel Hockey Program. Let me begin by telling you a little bit about our organization:

**OJL Vision:**

- To conduct youth hockey programs that provide a fun and exciting experience for skaters and their families, in an environment that promotes competition, sportsmanship, teamwork, and growth. We strive to have a positive lasting impact upon the development of the participants as hockey players, individuals, and members of the community and to provide players with a successful experience playing for our program and our community

**OJL Mission:**

- Provide each player the necessary tools to achieve their personal goals on and off the ice
- To instill a work ethic that will continue throughout the remainder of their adult life
- Involve our players in the community to expand their knowledge and experiences outside of hockey
- Provide an environment based on the principles of fairness and equality

While undertaking the development of a complex youth sports program, there are several needs that must be filled. We need ice time, off-ice training, equipment, uniforms, and money for travel and game day expenses. We also attempt to help families in need that may not be able to bear the entire cost associated with their child playing hockey.

We are currently seeking established individuals and businesses like you in the community to help sponsor items and activities you will see in the following pages. We hope you will consider a sponsorship and help the continued growth and development of young men and hockey in our community.

Michael Hughes

Director of Operations  
Omaha Junior Lancers High School Hockey

**GOLD (\$900)**

**We have four sponsorship levels:  
(Gold, Silver, a La Carte & Game Day Program)**

**Media Presence**

- Your website link on our Sponsors ticker at [www.omahahockey.net](http://www.omahahockey.net) (Over 492,000 page views per year, Value over \$400)
- Featured on our team website along with a brief description of your company and contact information
- Your business featured on the OJL game of the week currently aired on OHN LiveStream (Approximately 1,100 listeners)
- Announcement at all home games of your business and sponsorship (Avg Attendance 650 fans per game).



**Advertising**

- Half page advertisement in our home game program (16 home games) (Value \$400)
- A spot on our home game banner with other sponsors displayed in the Ralston Arena
- Permission to display your own banner at all home games

**Miscellaneous**

- Four season passes for home games (a \$280 value)
- 2020/2021 Season schedule to display at your business showing your support of youth hockey in Omaha
- Player appearances at your business for promotion (contact [juniorlancers@gmail.com](mailto:juniorlancers@gmail.com))

**SILVER (\$700)**

**Media Presence**

- Your business featured on the OJL game of the week and the weekly RedLine Show currently aired on OJL LiveStream



**Advertising**

- A spot on our home game banner with other sponsors displayed in the lobby of the Ralston Arena

**Miscellaneous**

- Two season passes for home games
- 2020/2021 Season schedule to display at your business showing your support of youth hockey in Omaha



## ADVERTISING OPPORTUNITIES

### ▶ A LA CARTE SPONSORSHIPS

SPONSORSHIP TYPES	PRICE
TEAM JACKET SPONSOR	\$3000
ALTERNATE JERSEY SPONSOR	\$1500
POWER PLAY	\$650
PENALTY KILL	\$650
LOGO ON GAME PUCKS	\$650
3 STARS OF THE GAME	\$650
STARTING LINE UP	\$650



**ASK FOR DETAILS ON ANY SPONSORSHIP**

## ADVERTISING OPPORTUNITIES

### ▶ GAME DAY PROGRAM

ADVERTISING ITEMS	PRICE
FULL PAGE (ARTWORK READY-COLOR)	\$800
1/2 PAGE (ARTWORK READY-COLOR)	\$450
BUSINESS CARD (ARTWORK READY-COLOR)	\$175
WEBSITE LINK W/LOGO (JPG-COLOR)	\$125

ADVERTISING SIZES	SIZES
FULL PAGE (ARTWORK READY-COLOR)	8.5" x 11"
1/2 PAGE (ARTWORK READY-COLOR)	8.5" x 5.5"
BUSINESS CARD (ARTWORK READY-COLOR)	3.5" x 2"



ARTWORK SHOULD BE IN THE FOLLOWING FORMATS (PREFERENCE IS VECTOR FORMAT OR WHAT YOU WOULD SEND TO YOUR PRINTER): **PDF, AI, EPS, JPG**

PLEASE ENSURE ALL ARTWORK HAS A .25" BLEED IF POSSIBLE.

**RETURN APPLICATION AND PAYMENT TO:**

Omaha Junior Lancers High School Hockey c/o Michael Hughes  
16111 Shirley Street, Omaha, NE 68130  
Email: juniorlancers@gmail.com

**ARTWORK & PAPER  
WORK DUE DATE**

**OCTOBER 16, 2020**

Legal Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Sponsored Player: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES**

**PACKAGE**

- Gold Level \$ 900.00
- Silver Level \$ 700.00

**ADVERTISING SALES**

- Full Page \$ 800.00
- 1/2 Page \$ 450.00
- Business Card \$ 175.00
- Web Link \$ 125.00

**A LA CARTE**

- Team Jacket Sponsor \$ 3000.00
- Alternate Jersey Sponsor \$ 1500.00
- Power Play Sponsor \$ 650.00
- Penalty Kill Sponsor \$ 650.00
- Logo - Team Pucks Sponsor \$ 650.00
- "3" Stars of Game Sponsor \$ 650.00
- Starting Lineup Sponsor \$ 650.00

**REQUIRED**

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

**Total Sponsorship  
Opportunity Cost**

\$ \_\_\_\_\_





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[JUNIORLANCERS@GMAIL.COM](mailto:JUNIORLANCERS@GMAIL.COM)

