

Elmbrook Youth Hockey Association: Business Development Through Sponsorship



Elmbrook Youth Hockey Association Vital Statistics

- ✓ 180 total players on 15 teams (Ages 3 -14)
- ✓ Serving:
 - ✓ Brookfield
 - ✓ Elm Grove
 - ✓ Menomonee Falls
 - ✓ Sussex
 - ✓ Wauwatosa
- ✓ **12% annual growth rate**
- ✓ Primary client of the Ponds of Brookfield
- ✓ EYHA teams play throughout WI, IL & MN
- ✓ A member of USA Hockey
- ✓ Part of WAHA (Wisconsin Amateur Hockey Association)

www.elmbrookyouthhockey.org

<https://www.facebook.com/pages/Elmbrook-Youth-Hockey-Association/225145054358652>

In the Community

- ✓ Fundraising events
- ✓ “Try Hockey for Free” events
- ✓ Annual “Skate with Santa”
- ✓ Community Festivals:
 - ✓ Brookfield Family Fest
 - ✓ Tosa Fest
- ✓ Community holiday parades
- ✓ WAHA State Tournament Hosts:
 - ✓ 2017 PeeWee (12U) 2A
 - ✓ 2018 Squirt (10U) 2A

Summary

- ✓ Elmbrook Youth Hockey Association (EYHA) is a:
 - ✓ **Non-profit, tax-exempt**
 - ✓ Community-based, youth ice hockey organization formed to serve the communities of Brookfield, Elm Grove, Menomonee Falls, Sussex and Wauwatosa
- ✓ The Ponds of Brookfield is our home rink (2810 N Calhoun Rd, Brookfield, WI 53005)
 - ✓ 25,000 vehicle pass by per week
 - ✓ Also home to: Marquette University, Brookfield High School Hockey, UW-Milwaukee men’s hockey team, Waukesha County Wolves Girls Hockey, Brookfield Glacier High School Hockey, Five-Star Men’s Hockey League
- ✓ Our goal is to develop young hockey players in a safe and enjoyable environment

Business Development through Sponsorship

Hat Trick

Investment: \$3,500

Contract : 12 months

Contract Renewal: annual

Primary Benefits:

- Brand recognition
 - Your logo and internet link integrated in EYHA website
 - A plaque to hang in your business, recognizing you as a proud partner of EYHA
- Logo visibility
 - EYHA banner (used in parades and other community events)
- Exclusivity
 - Onsite presence for special events (i.e. tournaments)

Slap Shot

Investment: \$1,500

Contract Length: 12 months

Contract Renewal: annual

Primary Benefits:

- Brand recognition
 - Logo integrated in EYHA website
 - A plaque to hang in your business, recognizing you as a proud partner of EYHA

Power Play

Investment: \$500-\$1,000

Contract Length: 12 months

Contract Renewal: annual

Primary Benefits:

- Brand recognition
 - \$1,000 Logo integrated in EYHA website
 - <\$1,000 sponsorship recognition in EYHA website