

Hershey Jr. Bears Sponsorship Opportunities

Help Us Succeed!

Expand your brand awareness among an audience of consumers by becoming a sponsor with the Hershey Jr. Bears. No matter the level of support you decide we look forward to working with you to gain exposure, connect with consumers, and engage with customers with one of the longest running youth programs in Central PA.



Rich History & Tradition

The Hershey Jr. Bears Hockey program has existed since the 1950s and was started by the Hershey Estates Company to provide children the opportunity to play and learn the outstanding sport of hockey. The Hershey Jr Bears main home, HersheyPark Arena was built in 1936, which created a love in the area for the sport. Each year the organization has been able to rely on financial support from generous benefactors like you and we hope to count on your support to keep this tradition alive.

Gain Exposure

Beginning in the summer with the registration process, your sponsorship can help promote youth hockey in Central Pennsylvania, while increasing your company's exposure. This exposure includes, the Hershey Jr. Bears compete up and down the east coast as well as internationally, while home games are played at the HersheyPark Arena and the home of the Calder Cup Champion Hershey Bears, Giant Center.

Connect with Consumers

Our Hershey Jr. Bear families are committed to their player's growth & development and are traveling throughout the Central PA area on a weekly basis just to enhance their player's experience. This gives you dozens of opportunities weekly to make a connection with these families through a sponsorship and establish yourself as a supportive brand.


Engage with Customers

Sponsorship allows for your company to develop and engage in meaningful relationships with our families as well as visiting organization families & professionals to align your products or services to their operations.



Please consider choosing one of the following sponsorship packages. Don't see a price point or sponsor package that fits, please reach out to discuss other possibilities. Your sponsorship qualifies as a tax-deductible contribution.

Hershey Jr. Bears Annual Sponsorship Levels

	MVP Sponsor <i>1 or 2 Available</i> \$10,000	Play-Maker <i>Limited Quantity</i> \$5,000	Hat Trick \$3,000	Shutout \$1,000	PowerPlay \$750	Top Shelf \$500
Helmet Stickers for all HJB Players						
2 Dasherboard Ads at HersheyPark Arena						
4 Tickets to Hershey Bears Game						
Concourse Advertisement at HersheyPark Arena						
4 HersheyPark Day Passes						
2 Mite Dasherboard Ads at HersheyPark Arena						
Logo on Jersey for one House Team						
Company Link/Logo on HJB Website						
Social Media Promotion & Spotlight						



Indicates inclusion in package



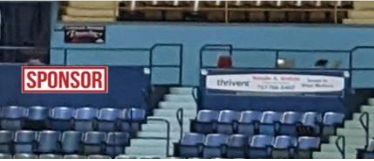
Helmet Sticker for all HJB Players

Be just like the Big Bears, except with hundreds of players in the Hershey Jr. Bears organization. Your brand will be seen by thousands while our kids play hockey up and down the east coast.



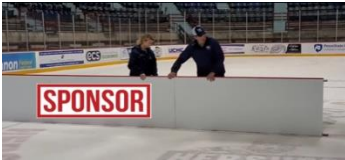
HersheyPark Arena Dashboard Advertisements

Show off your business all year at the HersheyPark arena home of the Hershey Jr. Bears. Additionally, the Arena is home to the Lebanon Valley College Men's and Women's teams as well as the Hershey Cubs junior hockey program where your business will be viewed by thousands each year.



HersheyPark Arena Concourse Advertisements

Similar to the dashboard advertisements, these concourse advertisements will be seen by thousands at the Arena. Visibility in one of the most historical arenas in all of hockey.



Mite Dashboards Advertisements at HersheyPark Arena

Used by our youngest players to split the ice surface in to two manageable playing surfaces for our little boys and girls. Used a few dozen times during the year these boards provide safety for our players and potential exposure for your business.

Logo on House Team Jersey

Our in House program is one of the longest running in the country and is continuing to grow. Your logo will be displayed prominently on the chest and back of the jersey for which these players not only wear them to games and practices but also show off their team pride all around central PA.



Check or Money Order can be made to the **Hershey Jr. Bears** and return this form to: **100 West HersheyPark Dr, Hershey, PA 17033.**

Company or Organization Name: _____

Contact Name: _____

Phone Number: _____ Email: _____

Address: _____