



Sponsorship Guide

2018-2019 Season



St. Jude Hockey Club

St. Jude Hockey Club - stjudehockey.org

A Southside tradition since 1960



Our Mission

Goal: The St. Jude Knights Hockey Club is a non-profit organization whose goal is to educate our youth by teaching positive life values, such as dedication, hard work, self-discipline and good sportsmanship.

Purpose: Our purpose as a youth hockey organization is to promote skill development and to teach the fundamentals of this great game.

Our Philosophy: Youth hockey is just a game. We play the game to have fun. Our philosophy is not to win at all costs, but to promote team play for all players at all levels.

For over **55 years** the St. Jude Knights Hockey Club has worked to instill these values into our children through the dedication and support of our many volunteers.





Welcome 2018-19 Sponsors!

As a sponsor of St. Jude Hockey Club, you help us achieve our mission. Through your support, we are able to provide our young people and families many things including; scholarships for those who need it, reduced ice fees, equipment and top quality uniforms for all our teams. We really couldn't do it without your financial contributions.

What's New for the 2018-19 Season

“Sponsorship that’s what’s new! For the first time ever St. Jude is offering sponsorship opportunities to benefit the young players and hockey community alike. We are offering traditional sponsorship as well as new digital sponsorship packages. With more 20 teams and a growing developmental program our rink and apparel sponsorship offers countless views, by not only the St. Jude families and opponents, but by the various high school and adult league clubs as well a figure skating organizations that share our facility. Our digital sponsorship offers access to website banners and email visibility. As the new St. Jude Hockey Club committee head of Sponsorship, I’m excited to work with you and help ensure your sponsorship experience is a positive and impactful one.”

Shannon Brown – Sponsorship SJHC

If you have any questions, please contact:

Shannon Brown | 708-724-4281 | sbrown.stjudehockey@gmail.com



Hall of Fame Sponsorship

With the variety of events hosted at Southwest Ice Arena in addition to the St. Jude games and practices, having your business logo around the facility is an awesome way to show your support and create visibility for your business. We'll also make sure that in addition to being visible at the rink, that you're visible on our website as well.



Level 1	Level 2
\$10,000	\$7,500

What's included in the Hall of Fame Sponsorship?

(Custom, Combo and Multiyear plans are available upon request)

- Your company logo on St. Jude scoreboard (Level 1) or
- Your company logo on Zamboni (Level 1)
- Your company logo on available rink boards (Level 2) or
- Your company logo on penalty box (Level 2)
- Your company logo and link on St. Jude website main page, sponsor page, club communications & social media blasts (Level 1 & 2)
- Promotional opportunities at club events and throughout the year



Stanley Cup Sponsorship

With a growing club, sponsorship opportunities are endless. Our specialized programs present a new and innovated way to support the club annually at the fundamental level. Showing your support for our Girls Program and Developmental Programs helps enhance the experience for every child at St. Jude. Seeing your business logo on select apparel and around the facility is an awesome way to show your support and create visibility for your business. We'll also ensure that you're visible on our website and program communications as well.



Pre-Hockey	Girls Hockey Program
\$10,000	\$8,000
Spring Developmental Hockey	Summer Developmental Hockey
\$6,500	\$6,500

What's included in the Stanley Cup Sponsorship Level?

(Custom, Combo and Multiyear plans are available upon request)

- Your company logo and link on the programs webpage, sponsor page & social media program blasts
- Your company logo on select program apparel & rink sponsorship signage
- Your company logo displayed & promotional opportunities on program communications
- Your company logo displayed during program check-in



Play Maker Sponsorship

Website Sponsorship (\$2,500)

Our website attracted nearly 5,000+ page views last year, we've placed ads prominently throughout the highest trafficked areas of our website. To provide ultimate value in this sponsorship, we are limiting it to 4 businesses.

- **Your company's logo on club's main page**
- **The company logo and link on our sponsorship page**
- **Opportunities for promotional links on club website**
- **Your company logo displayed on sponsorship sign at rink**

Registration Sponsorship (\$2,000)

This year, over 300 families will register for St. Jude Hockey. As part of the registration, they will receive a receipt email that can include an offer or information from your business. This is a great way to advertise apparel, equipment, insurance or any other offer that makes sense during this time of year. Additionally, your business will receive visibility throughout the year at our events and on the website sponsor page.

- **Signage & promotional opportunity during open registration**
- **Email advertisement to all 300+ club families**
- **365 day visibility on club website**
- **Your company logo displayed on sponsorship sign at rink**



One-Timer Sponsorship

The One-Timer is a single sponsorship opportunity to sponsor an individual player, the club or our newsletter.

Player Sponsorship

The player sponsorship is the perfect opportunity family and friends to impact a player ice costs. By simply completing a sponsor form you can donate funds directly to an individual player of your choice. (Minimum \$25 donation)

- **Your name or company logo on our sponsorship page**

Club Sponsorship

The Club Level sponsorship offers the opportunity for club alumni, friends and fans to pledge support to the organization by tax deductible direct donation. With the simple completion of the sponsor form your donation can directly impact the programs offered by St. Jude while helping reduce ice costs. (Minimum \$50 donation)

- **Your name or company logo on our sponsorship page**

Newsletter Sponsorship (\$100/per month)

The newsletter sponsorship offers the opportunity to reach our over 300 club families on one of our monthly newsletters. With this sponsorship your name and logo will be clearly advertised along with any links to your website or special offers on our newsletter. Single or multi-month options are available, discounts may apply.

- **The company logo and link advertised on the club newsletter**
- **Your company logo displayed on our sponsorship page**

Want to know who will see your Logo?



You may be surprised by the number of people you will be able to REACH!

Annual Activities at Southwest Ice Arena

- 1) St. Jude Knights Hockey Club
- 2) Chicago Catholic High School Hockey League (Varsity & Junior Varsity)
 - Brother Rice, Marist, Mt. Carmel, Providence, St. Laurence, St. Ignatius, Joliet Catholic, Fenwick, Notre Dame and St. Rita
- 3) CCM World Invite Chicago Elite Hockey Tournament
- 4) Southwest Figure Skating Club
- 5) Annual Figure Skating Competition
- 6) Annual Figure Skating Ice Show
- 7) Adult hockey leagues
- 8) Annual Charity Puck Off Event
- 9) Spring and Summer Camps & Clinics
- 10) General Admission open skate and open hockey participants