
Flyers Sponsorships - 2023 / 2024

To maintain programs, increase participation, improve skills, sportsmanship, teamwork, and enjoyment.



For more information on Sioux Falls Flyers Sponsorships contact:

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Sioux Falls Flyers Organization

- ❖ Over 800 registered athletes
- ❖ Over 400 athletes will attend SFYHA camps and clinics
- ❖ Estimated over 25,000 fans attended and supported SFYHA activities
- ❖ Hosted over 72 teams in weekend tournaments with players and families traveling to Sioux Falls.
- ❖ Estimated 1,100 athletes hosted through the tournament season
- ❖ Over 25,000 volunteer hours logged
- ❖ Over 125 volunteer Coaches



Sioux Falls Youth Hockey Association Programs:

Programs Offered	Age of player
Mini Atoms -	4
Atoms -	5 - 6
Mites City League -	7 - 8
Mites Travel -	7 - 8
Intermediate City League -	9 - 12
Squirts Travel -	9 - 10
10U Girls -	9 - 10
Advanced City League -	13 - 18
Pee Wee Travel -	11 - 12
14U Girls (Lady Flyer Travel) -	11 - 14
Bantam Travel-	13 - 14
Junior Varsity Boys -	15 - 18
Junior Varsity Girls -	15 - 18
Varsity Boys -	15 - 18
Varsity Girls -	15 - 18

Sponsorship Fundraising Policy - adopted Aug 5th, 2020

SFYHA families will earn a 40% credit based on the sponsorship value. Players can earn up to a maximum credit equal to their fundraiser fee requirement for their players designated league. For full details on the Sponsorship Fundraising Policy please contact the Director of Development or Director of Operations.

Flyers Practice Jersey Sponsor - two available at \$8,000 each

- ❖ Logo printed on back top or bottom of Squirt, PeeWee, Bantam and Varsity Practice jerseys
- ❖ Approximately 350 players
- ❖ Training runs from October - March with practices three times a week
- ❖ Logo printed on one CroxIce divider
- ❖ Major sponsor recognition with company logo and website link on Flyers website
- ❖ Major sponsor recognition with company logo and website link on Travel League page
- ❖ 3 Family passes to all Flyers home games

ACL Practice Jersey / ICL Jersey Sponsor - two available at \$5,000

- ❖ Sponsor logo printed on back bottom or top of all ACL & ICL Jerseys
- ❖ Approximately 180 players participate in our City League
- ❖ City league teams practice two to three times a week and play games once a week
- ❖ Season runs October - March
- ❖ Logo printed on one CroxIce divider
- ❖ Major sponsor recognition with company logo and website link on Flyers website
- ❖ Major sponsor recognition with company logo and website link on City League page
- ❖ One Family passes to all Flyers home games

Mites Jersey Sponsor - two available at \$8,000 each

- ❖ Sponsor logo printed on back of all Mites Jerseys
- ❖ Approximately 150 players
- ❖ Training runs from October - March
- ❖ Major sponsor recognition with company logo and website link on Flyers website
- ❖ Major sponsor recognition with company logo and website link on Mite page
- ❖ One Family Pass to all Flyers home games.

Squirt Half Ice Jersey Sponsor - not available 2023-2024

- ❖ Sponsor logo printed on back top of all Squirt League Jerseys
- ❖ Approximately 75 players
- ❖ Games are once a week October - March with playoff and championship games in March
- ❖ Major sponsor recognition with company logo and website link on Flyers website
- ❖ Major sponsor recognition with company logo and website link on Squirts league page
- ❖ One Family Pass to all Flyers home games.

Atoms Jersey Sponsor - two available at \$8,000 each

- ❖ Sponsor logo printed on back of all Mini Atoms & Atoms Jerseys
- ❖ Approximately 150 players
- ❖ Training runs from October - March
- ❖ Major sponsor recognition with company logo and website link on Flyers website
- ❖ Major sponsor recognition with company logo and website link on Atoms page
- ❖ One Family Pass to all Flyers home games.

Spring 3 v 3 Jersey Sponsor - two available at \$5,000 each

- ❖ Sponsor logo printed on back top of all 3 v 3 League Jerseys
- ❖ Approximately 140 players
- ❖ League runs from March - April
- ❖ Major sponsor recognition with company logo and website link on Flyers website
- ❖ Major sponsor recognition with company logo and website link on League page
- ❖ One Family Pass to all Flyers home games

Flyers Goalie Coaching & Development Sponsorship - \$5,000

- ❖ Assists the organization in providing Goalie specific coaches and training aids
- ❖ Flyers goalie sponsor recognition with company logo and website link on Flyers website
- ❖ One Family pass to all Flyers home games

Director of Hockey Training Wish List

- ❖ Sponsor recognition on Flyers website with link to sponsors website

IHS website (icehockeysystems.com) - \$1,500

Website to provide tools and content that educates, fosters creativity and helps stay organized. Over 800 hockey drills, systems, practices and player development videos.

- ❖ Major sponsor recognition with company logo and website link on Flyers website
- ❖ One Family Pass to all Flyers home games

50th Year Anniversary Yard Sign - \$2,000

- ❖ Yard sign to be given to every Flyer family to be displayed throughout the city

Varsity game day sponsor - \$500

- ❖ Lead sponsor on varsity game day and recognized throughout the game. Also, recognized on all social and print media.

Coach Them Training app - \$550 annual subscription

- ❖ Allows coaching staff to develop and share drills and game tactics.
- ❖ Draw up plays on the app and set them in motion so players can better understand their role.
- ❖ Allows for the DOH to deliver coaching tactics and system organization wide. Creating a more consistent coaching message at all levels.

SFYHA Team Photos Sponsorship - \$2,500 - Sold

Provides funding to print large banner of all SFYHA teams. Prominently displayed inside the doors of the Furniture Mart Rink at the SCHEELS IcePlex.

- ❖ Sponsor recognition on the Flyers website
- ❖ Sponsor name and logo printed at the bottom of the banner.

Water Bottle Sponsorship - \$1,500

- ❖ Sponsors logo imprinted on 150 water bottles used season long
- ❖ Teams using water bottles are Mites and above, approximately 350 skaters
- ❖ Sponsor recognition on Flyers website

Puck Sponsor - \$2,000

- ❖ Sponsors logo to be printed on 400 pucks to be used at Flyers on ice practices
- ❖ Sponsor recognition on Flyers website

CroxIce Divider / Coaches Fund - \$1,000 per year / \$4,000 for a 5yr Contract

All CroxIce Divider Sponsorship funds are used to support our paid coaches. With well over 100 coaches, spending hundreds of hours a season, these sponsorship dollars allow Sioux Falls Youth Hockey to attract and retain the very best to work with our players.

- ❖ Sponsors logo imprinted on CroxIce divider
- ❖ Used at all Mites City league play and other half ice games
- ❖ Used at “The Mites Falls Freeze”
- ❖ Estimated impressions > 50,000 a season



Challenger Series Sponsor - \$10,000

Lead sponsor for Squirt, Pee Wee, and Bantam Tournaments. Sponsors receive recognition on tournament webpage, logo on player gift, and all tournament documents distributed to players, coaches, and families attending the tournament. Live link to Challenger Series Sponsor website on tournament webpage. The Challenger Series brings in over 800 children and families from around the region.

Tournament Sponsors

All tournament sponsors receive recognition on tournament webpage and all tournament documents distributed to players, coaches and families attending the tournament. Live link to tournament sponsors website on tournament webpage.

- ❖ Mites Falls Freeze
- ❖ Squirt A/B Tournament
- ❖ Pee Wee A/B Tournament
- ❖ Bantam A/B Tournament
- ❖ All Tournament Bracket Sponsors

End of Year Mites Player Gift - \$1,000 - not available 2023-2024

At the end of each season our Mites players receive a special something to commemorate their season. This sponsorship puts your logo on their gift.

End of Year Squirts Player Gift - \$1,000 -not available 2023-2024

At the end of each season our Squirts players receive a special something to commemorate their season. This sponsorship puts your logo on their gift.

Atoms End of Year Trophy Sponsorship - \$1,000

Sponsors logo imprinted on the end of year trophy / medallions that all Atoms players receive at the end of their season. This piece of memorabilia is sure to be proudly displayed in the homes of our Atoms players for years to come.

League Sponsorships

Advanced City League - \$2,000

- ❖ Sponsor logo and website link on Flyers ACL webpage
- ❖ One Family Pass to all Flyers home games at the SCHEELS IcePlex
- ❖ Sponsor logo on one CroxIce divider

Intermediate City League - \$2,000

- ❖ Sponsor logo and website link on Flyers ICL webpage
- ❖ One Family Pass to all Flyers home games at the SCHEELS IcePlex
- ❖ Sponsor logo on one CroxIce divider

Coaches Coats - \$2,000

This sponsorship provides our new Flyers Coaches a Flyers jacket to be worn on the ice to practices, on the bench at tournaments and off the ice at Flyers functions.

Let's Try Hockey Sponsorships - \$1,000 (Several offered throughout the season)

Lets Try Hockey events are held throughout the season to provide youth that may have an interest in learning to play hockey an opportunity to put on skates and see what it's all about. These events have continued to grow in popularity and have assisted the Flyers program with enrollment growth since being enacted.

- ❖ Recognition as "Lets Try Hockey" presented by (sponsors name) at event
- ❖ Recognition as sponsor on all promo e-mail blasts
- ❖ Recognition on Flyers website

End of Year Cookie Sponsorship - \$250 each

After the championship games for our Mite Tier I, II III, and Intermediate City League (ICL) the kids celebrate the end of the season together with cookies at the IcePlex. This sponsorship provides cookies for all the players. Four sponsorships available.

- ❖ There is also an end of year cookie celebration for our Atom players. \$250 Sponsorship

Friend of the Flyers

As a Friend of the Flyers your donation is used to support our organizations general operations. Sioux Falls Flyers Families earn up to 50% Fundraiser Credit based on a sponsorship donation amount. For more details contact SFYHA Director of Development or the SFYHA Director of Operations.

- ❖ Minimum Donation of \$50
- ❖ Listed as a Friend of the Flyers on SFYHA website

Scholarship Program

Sioux Falls Youth Hockey makes it a priority to make sure that if there is a desire to play the game of hockey, we will not allow the cost to play get in the way. Thanks to our generous donors we able to provide those that need it a scholarship program to join us at the Flyers. If you'd like to sponsor a player in need please contact our Director of Development or our Director of Operations for more information.

Raffle Giveaways

- ❖ Donate a prize to be given away during annual raffle
- ❖ Recognition on Flyers website
- ❖ Recognition on raffle listing

Sioux Falls Youth Hockey Association

The Sioux Falls Hockey Association was formed in 1973. Currently the association consists of teams playing recreational and travel, boys and girls, ranging from four to eighteen years of age. A lot has changed in recent years and the association is poised to raise the level of hockey in South Dakota.

The Sioux Falls Youth Hockey Association strives to create opportunities from the casual player to the competitive. With our rec league program, players can stay right here in Sioux Falls and play hockey. If the player wishes to seek competition outside of Sioux Falls, or even the state, we have a variety of travel options that include state travel league and tournament teams.

The goal of SFYHA is make sure all players who'd like to participate at any of these levels are able to. Each year we seek sponsors to help make that possible regardless of a child's financial situation. Hockey is a sport that creates confident leaders, supportive team players and active community members. And we can't forget the agility, strength and endurance these athletes develop all while skating on a blade only an eighth of an inch thick.

Youth hockey is a club sport that requires all of our members to volunteer for community service projects and running the day to day operations of our program. The members provide countless hours to try to keep our program costs efficient and our players giving back the community that supports them.

Every year sponsorships help cover the cost of practice ice, referee fees and coaching expenses and help make this a sport that boys and girls all over the Sioux Empire can participate in. As a sponsor you'll be helping make the sport more accessible and help SFYHA provide more opportunities beyond just our local program. I hope you'll join us in helping children achieve their goals.

Sponsorship Pledge Form

In support of Sioux Falls Youth Hockey association I/we hereby pledge to pay Sioux Falls Youth Hockey Association the sum of \$ _____, to be used for the following;

_____.

This amount is to be paid over a period of _____ months, in _____ installments of \$ _____, or as follows: _____.

Payments are to begin on or about _____, 20__.

Bills will be mailed to:

(Business)

(Attention or Department)

(Address)

(City/State/Zip)

Signature