

WHAT IS THE NEW TRIER HOCKEY CLUB SPONSOR BOOK?

THE NEW TRIER HOCKEY CLUB SPONSOR BOOK is created each year to document the development and success of the student athletes who play hockey at New Trier. **THE SPONSOR BOOK** is also produced to provide a way for these players to offset the cost of participating in hockey. New Trier High School does not fund or officially sponsor the NTHC so participating families are expected to cover the entire cost of running the program. So, just how does this **SPONSOR BOOK** enable players and families to reduce their hockey expenditures?

BUSINESS SPONSORSHIP PROGRAM

In order to help families offset the cost of playing hockey, the NTHC offers an Sponsorship Program that rewards families who sell pages and partial pages in the **NTHC's SPONSOR BOOK** or on the **NTHC Website**. The payback for getting business sponsors is very straightforward - families will receive a **50% rebate** for pages that they sell. The more sold, the larger the rebate. Please note, the rebate cannot be greater than full fees. The balance of any rebate greater than fees will be credited to the club.

Last season, \$12,000.00 was paid out to families who made the effort to get sponsors and rebate checks were mailed out in early February.

FINDING SPONSORS

Make a list of businesses your family frequents. Get sponsors by visiting, calling and/or emailing local these businesses. These local companies rely on the goodwill of the community for their success and are accustomed to sponsoring sports and making donations to organizations within their neighborhood. Players are offering them something of value – a chance to promote their business in a publication that presents a healthy, productive and positive image of local athletes.

Players do not need to be an expert in sales or graphic design to find sponsors! Most companies are familiar with the process of paying for sponsorship and providing artwork for print and web banners. Many submit business cards, while others submit digital files on the order form or via email. Businesses can see the **NTHC 2020-21 SPONSOR BOOK** for ideas on the website and request design assistance at a minimal cost on the order form. The committee can provide you with potential leads. Many seniors graduated last year, so there are businesses waiting to be contacted.

Please email [**NTHCSponsorbook@gmail.com**](mailto:NTHCSponsorbook@gmail.com) for more information.

EXCLUSIVES

BEFORE CONTACTING ANY LOCAL BUSINESSES, check the Exclusive List. Exclusives are those sponsors who bought pages last year from a family who has a returning player or sibling for the 2021-22 season. These families have an exclusive right to call on that business.

Our back cover and inside cover ads are reserved for the same three businesses who have consistently supported NTHC for many years. Once again, these businesses have committed for the 2021-2022, so these pages are not available for sale this year.

EARNING REBATES

When a player gets a sponsor, they need to complete **one order submission online in its entirety for each business or donor** or they will not be credited with a rebate. This completed order form is the only way we can track pages sold. Verbal “agreements” and “back of an envelope” orders do not

qualify as sponsorship! You can make copies of the enclosed forms as needed, or you can go to newtrierhockey.com and download the forms in pdf format.

It is the player's responsibility to collect payment from the business. No rebate will be paid unless a **fully completed online form and payment** are received by the October 10th, 2021 deadline. Please submit your completed order form online (the paper form is a reference tool only) and checks should be made payable to New Trier Hockey Club and mailed or dropped off to:

Courtney Chessen 1501 Tower Road Winnetka, IL. 60093.

This should be done as payments are received - you do not need to submit all at one time.

We appreciate the extra effort set forth by those families that support the **NTHC SPONSOR BOOK**. Your player's participation ensures both lower hockey fees and an outstanding **SPONSOR BOOK** for the 2021-2022 Season.

Should you have any questions or need additional forms, please do not hesitate to call or email one of the Sponsor Book Committee Members listed below. We look forward to helping you! Good luck and enjoy the season.

Sincerely,

Program Book Committee Members

Jill Andrews (Player Recognition Ad) - jillkandrews@yahoo.com

Courtney Chessen (Board Member, finance and business ads). - courtneychessen@mac.com

Megan Cusick (Photo Night, Alumni) - cusickmegan@gmail.com

Linda O'Toole (Editorial). - lbotoole@gmail.com

Denise Smith (Editorial) - dmatthewssmith@gmail.com

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