

DEALER MATCH PROGRAM

Dear Association Leaders,

This document provides the next steps that non-profit 501(c)(3), youth hockey association leadership can take if they have an interest in pursuing a local Toyota dealer sponsorship for their association. While this process does not guarantee that submitted interest will result in a sponsorship with a local Toyota dealer, it does potentially maximize your sponsor dollars by ensuring that the proposal is funneled to the appropriate channels within Toyota Motorsports North America ("TMNA") in order to qualify for national matching dollars from TMNA should a local dealer sponsorship result from this process.

Once local sponsorship decks are received by USA Hockey per the instructions on the following page, the decks will be passed through to Toyota Motorsports North America where they will work to engage the regional and local dealers to discuss the various opportunities. As those conversations conclude and determinations are made, Toyota representatives will reach back out directly to identified association leadership in order to connect you with a representative from the regional/local network of Toyota dealers.

During this process you are encouraged to reach out to your local Toyota dealership in order to establish a relationship and inform them that a sponsorship opportunity for their dealership is in the process of being reviewed by Toyota Motorsports North America as part of Toyota's Dealer Match Program.

For questions regarding this process, please contact:

Kevin Couture
Director, Marketing | USA Hockey
KevinC@usahockey.org
719.538.1184

DEALER MATCH PROGRAM

TOYOTA OVERVIEW

1,500 U.S. Dealerships

12 Regions Across the Country

THE MISSION

Work to support and grow the game of hockey at the grassroots level by connecting the network of Toyota Dealer Regions and Toyota Dealerships with hockey associations in their areas.

CHAMPIONSHIP PROGRAM

Non-profit 501(c)(3) hockey associations can partner with local Toyota dealers in their community. If Toyota dealers are interested, and elect to pursue a local sponsorship with a non-profit hockey association within their area as identified through this process, the sponsorship can qualify for matching dollars from Toyota Motorsports North America.

CREATING A WINNING STRATEGY

Prepare a sponsorship deck for the Toyota Team to review with regions/dealers. Include:

1) Background of your program

2) Mission Statement/Core Values

3) Your program by the numbers: Members, lessons given, professional alumni, venue(s) size, etc.

Sponsorship Opportunities: What inventory/assets are available? Are there any immediate program needs?

TAKE YOUR SHOT

Submit your completed sponsorship deck to Kevin Couture (KevinC@USAHockey.org)