



2019-2020 Sponsorship Packet

Supporting the Fort Wayne Amateur Hockey Association (FWAHA) is a unique way to reach an active, sports-oriented audience that spans multiple generations engaged in one organization. The FWAHA spans players just beginning in competitive hockey on a Select team to high-level Travel hockey in the Little Caesars Amateur Hockey League, and from our Varsity High School teams to elite Travel hockey at the 18U level. Most of our skaters are second or third generation skaters with parents and grandparents still involved in the organization. Your sponsorship will reach:

	# of Participants	Demographics	Residents Of
Learn to Skate Programs	1,000 participants	Within a 60 mile radius of Fort Wayne, there are 1,300 hockey-interested households within the target audience of: - Ages 26-49 - Household income of \$75,000+ - Credit or Bank Card User	Indiana - Fort Wayne, Angola, Auburn, Churubusco, Columbia City, Leo, Decatur, New Haven, Roanoke, Muncie Ohio - Bryan, Paulding, Payne, Van Wert Michigan - Coldwater
House League	250 players		
Travel & Select Leagues	200 players		
High School League	110 players		

In addition to the excellent opportunity to market your business, you will be supporting the mission of the FWAHA to provide all local hockey players, families and coaches with a premier development experience. The FWAHA vision is to develop the whole athlete and allow players to showcase their skills at all levels of competitive hockey. By elevating the game of hockey in the Fort Wayne area, we support increased tourism to our community and add to the community's reputation of excellent sports.

- Multiple Hockey Teams - representing kids ages 7-18 on five High School teams; nine Travel teams; seven Select teams; and many House teams.
- Select, Travel, and High School teams have home ice at SportONE/Parkview Icehouse, which also hosts Adult Leagues, Learn 2 Skate, Indiana Tech hockey, and the Fort Wayne Spacemen Juniors Hockey team.
- Multiple Tournaments hosted at the SportONE/Parkview Icehouse.

Thank you for supporting hockey in Fort Wayne!

Craig Scully
FWAHA Board President

Tommy Schoegler
FWAHA Marketing & Fundraising Co-Chair

www.FWAHA.org
fundraising@FWAHA.org



 @FWAmateurHockeyAssociation
 
 @FWAmateurHockey #FWAHA



Support a FWAHA Player

Our players and teams work on their skill and level of competition for most of the year. By selecting one of the sponsorships below, you will directly support the player of your choice. Additional funds will be used to support the FWAHA and will be used for on-going player development, which supports the mission to elevate the level of Fort Wayne hockey. (90% of your sponsorship goes directly to player costs; 10% goes to the FWAHA.)

LEVEL	COST	# AVAILABLE	RECOGNITION*	FWAHA CONTACT
Platinum	\$2500	5 per team	<ul style="list-style-type: none"> Company Logo Large on Team Banner hung at Icehouse Company Logo Large on Team Shirt Company Name and Link on FWAHA.org/Team site Full Page Ad in FWAHA Yearbook** 1 Season Pass to High School Hockey League Games 	Heather Schoegler, FWAHA Fundraising Co-Chair, Heather@ AugustusAdvisors.com
Gold	\$1000	10 per team	<ul style="list-style-type: none"> Company Logo Small on Team Banner hung at Icehouse Company Logo Small on Team Shirt Company Name and Link on FWAHA.org/Team site Half Page Ad in FWAHA Yearbook** 1 Season Pass to High School Hockey League Games 	
Silver	\$500	10 per team	<ul style="list-style-type: none"> Company Name on Team Banner hung at Icehouse Company Name and Link on FWAHA.org/Team site ¼ Page Ad in FWAHA Yearbook** 	
Bronze	\$250	Unlimited	<ul style="list-style-type: none"> Company Name on Team Banner hung at Icehouse Business Card Ad in FWAHA Yearbook** 	
Player Sponsor	\$0-249	Unlimited	<ul style="list-style-type: none"> Signed Player Photo 	

* **DEADLINE:** All sponsor ads and company logos must be received in JPG, EPS or PDF format no later than October 1, 2019 in order to be recognized. Send all materials to heather@augustusadvisors.com.

** Yearbook Ads can be created for businesses for additional fee of \$250 per ad.

Recognition Descriptions

- FWAHA Yearbook - 1,250 produced and distributed to all players, families and fans as available. Yearbook features team photos, rosters, Senior bios, and sponsor ads.
- Team Banner - displayed rinkside for '19-'20 Season at the SportONE/Parkview Icehouse with annual attendance of 450,000-500,000 guests.
- Team Shirt - Every player will receive a dry-fit shirt to wear before and after games; during training; and off-ice the ice to show their Team pride. Sponsors will be placed on shirt of Team(s) they sponsor per sponsorship levels.
- FWAHA.org Team Site - Each of the FWAHA teams has a unique team webpage. This page is regularly updated and looked at by players, families, and fans for stats, schedules, and announcements.
- High School Hockey League Season Ticket - Your season ticket will get you into each of the regular season High School hockey games on Wednesday evenings.

www.FWAHA.org



@FWAmateurHockeyAssociation



@FWAmateurHockey

#FWAHA

Support the FWAHA

FWAHA is committed to provide all hockey players, families, and coaches with a premier development experience through appropriate levels of play. Businesses looking to align with a premier program while simultaneously reaching your target market, will find beneficial options to sponsor and support the mission of the FWAHA.

LEVEL	COST	# AVAILABLE	RECOGNITION*	FWAHA CONTACT
Diamond	\$5000	5 total	<ul style="list-style-type: none"> Limited to 1 Diamond Sponsor per Industry Signage at SportONE/Parkview Icehouse Company Logo on FWAHA.org Full Page Ad in FWAHA Yearbook** In-Game Announcements and Ads during High School Hockey Game Broadcasts Pre-Roll Videos on FWAHA.org 1 Season Pass to High School Hockey League Games 	Tommy & Heather Schoegler heather@AugustusAdvisors.com
Yearbook Covers	\$3,000 (Full page ad +\$500 premium)	4	<ul style="list-style-type: none"> Full Page Ad in designated position (Choice of Back; Inside Left; Inside Right; Inside Back) in FWAHA Yearbook** All Additional Benefits of Platinum Sponsorship 	Tommy & Heather Schoegler heather@AugustusAdvisors.com
Season Tickets	\$2,500	1	<ul style="list-style-type: none"> Company Logo and Web Address on the back of all High School Hockey League Season Tickets (est. 300 tickets) 	Tommy & Heather Schoegler heather@AugustusAdvisors.com
On-Ice Boards	BY REQUEST	90	<ul style="list-style-type: none"> Company Ad on Boards surrounding ice at SportONE/Parkview Icehouse. Ad must be provided per required specs. 	Tommy Schoegler Tommy.Schoegler@parkview.com
On-Ice	BY REQUEST	3	<ul style="list-style-type: none"> Company Logo on Ice (3 per rink) at SportONE/Parkview Icehouse. 	Tommy Schoegler Tommy.Schoegler@parkview.com

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** Yearbook Ads can be created for businesses for additional fee of \$250 per ad.

Recognition Descriptions

- Signage at SportONE/Parkview Icehouse - Recognized in lobby as "Sponsor of FWAHA"
- FWAHA.org - Prime logo placement and link to your website on our homepage.
- FWAHA Yearbook - 1,250 produced and distributed to all players, families and fans as available. Includes High School, Travel and Select team photos and rosters.
- High School Hockey League Season Ticket - Your season ticket will get you into each of the regular season High School hockey games on Wednesday evenings.
- On-Ice Logo & On-Ice Boards - Logos and Ads on the rinks at the SportONE/Parkview Icehouse.



Sponsorship Commitment Form

www.FWAHA.org



@FWAmateurHockeyAssociation



@FWAmateurHockey

#FWAHA



Business Name: _____ Date: _____

Contact Name: _____ Title: _____

Contact Email: _____ Business Website: _____

Contact Email for Logo, Ad, etc.* (if different than above): _____

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Sponsorship Levels:

Benefitting Player

- Platinum \$2,500
- Gold \$1,000
- Silver \$ 500
- Bronze \$ 250
- Player (\$0-249) \$ _____
- Senior Ad (¼ page) \$ 250

Benefitting FWAHA

- Diamond \$5,000
- Yearbook Cover \$3,000
- Season Ticket \$2,500
- On-Ice On Request
- On-Ice Boards On Request

- I need an Ad created for the Yearbook recognition \$250/ad
- I will provide our Ad for the Yearbook recognition
- Use our 2018-2019 Yearbook Ad without changes initials _____

TOTAL DONATION to Fort Wayne Amateur Hockey Association: \$ _____
Check # _____

Return Completed Sponsorship Commitment Form to your Team Contact or Mail to:
Fort Wayne Amateur Hockey Association, PO Box 13122, Fort Wayne, IN 46867
OR

Complete the Online Sponsorship Form found at www.FWAHA.org/Sponsor

Fort Wayne Amateur Hockey Association is a non-profit, volunteer led organization. Federal Tax ID: 35-1435631

For FWAHA use only:

Team Acquiring Sponsorship: _____

Player Receiving Credit: _____

- Reported to FWAHA Treasurer
- Reported to Marketing (heather@AugustusAdvisors.com) for tracking and recognition

www.FWAHA.org



@FWAmateurHockeyAssociation



@FWAmateurHockey

#FWAHA