

# Kenosha Ice Arena



## Advertising/Sponsorship Opportunities

2021-2022

# Serving Our Communities Youth For Over 50 Years

Kenosha Blue Line Hockey Club Inc. is a non-profit organization founded in 1969. Our mission is to help youth of all ages and skill levels to develop as athletes, leaders, and members of the community through competitive hockey programs. In addition to hockey skills learned on the ice; we emphasize excellence in teamwork, discipline, sportsmanship, and character building. These valuable leadership lessons lay the foundation for the next generation of productive members of our community.

The Kenosha Ice Arena is home to the Kenosha Komets (9-18 years old) and Wisconsin Jets (8 years and under). We are the only Wisconsin based hockey organization to play in both the Wisconsin Amateur Hockey Association (WAHA) and the Northern Illinois Hockey League (NIHL).

In addition to youth travel hockey, we run a development program and an adult hockey league. The development program averages 50 participants per eight-week session and teaches kids how to skate and the basics of hockey. The Kenosha Adult Hockey League is open to co-ed hockey players from within our community and the surrounding area.



## What We Offer

We are unique compared to other recreational facilities and more specifically other hockey organizations because the Kenosha Blue Line Hockey Club Inc. owns and operates the rink. As the proud owners, we have complete decision-making authority.

- Only three of the 40 youth hockey organizations located in the Chicagoland and Southeastern Wisconsin area own their facility. Most hockey rinks are owned and managed by park districts, local governments, or private third-party operators.
- Our ability to manage our own facility, in conjunction with our non-profit status, allows us to offer competitive programs at exceptionally affordable pricing.
- All three of our organizations are 30-60% less expensive than similar organizations in the neighboring Chicagoland area. As hockey is an expensive sport, we attract players from a greater distance. This helps Kenosha Blue Line Hockey Club Inc. maintain its reputation for high quality at affordable pricing.

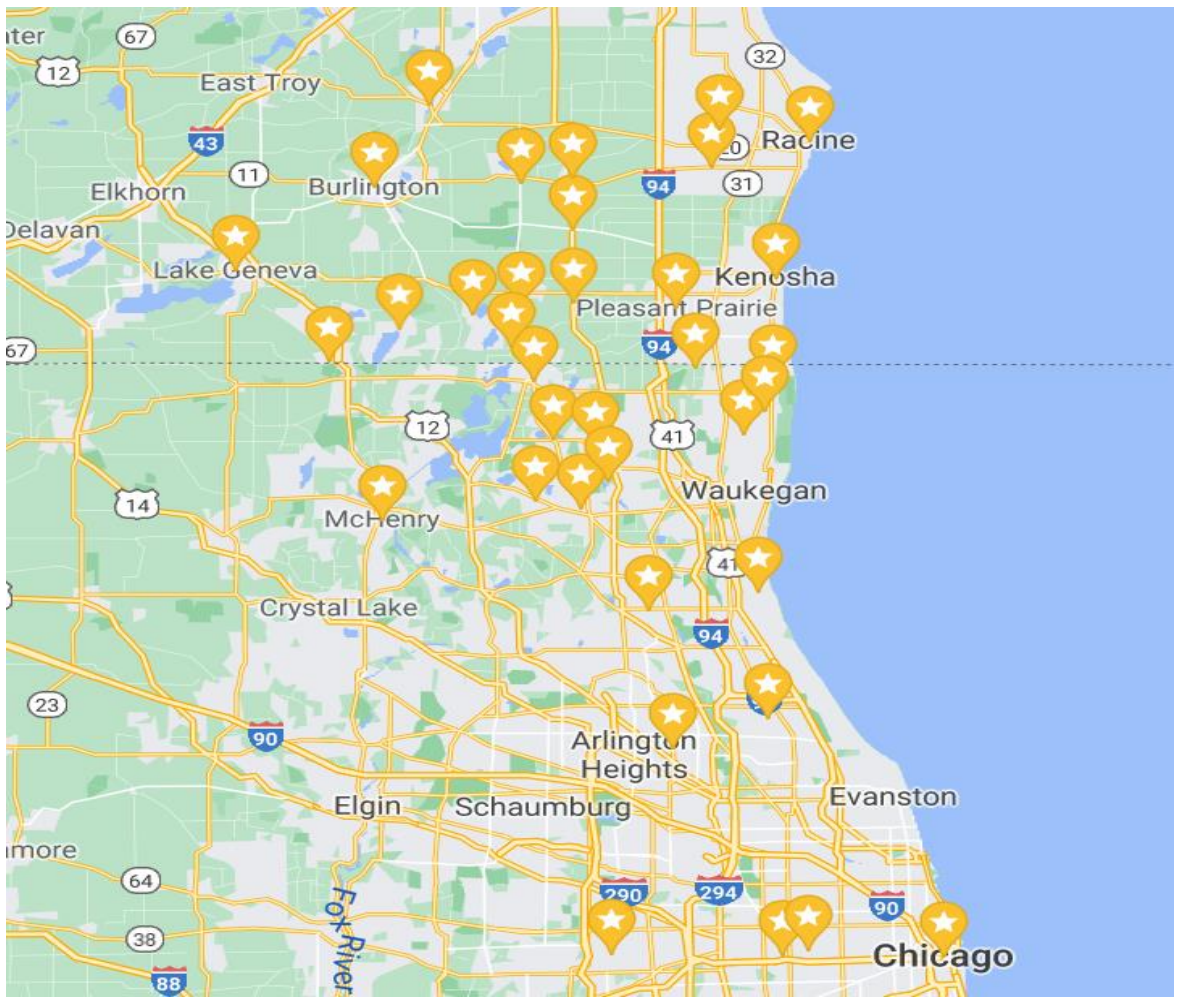
Through the combined effort of the community, and with your help, we'll continue to have a "home" that is a first-class facility, bringing entertainment, fulfillment and joy to our community, now and for the next 50 years.

Thank you for your continued support, and we look forward to seeing you at the rink!

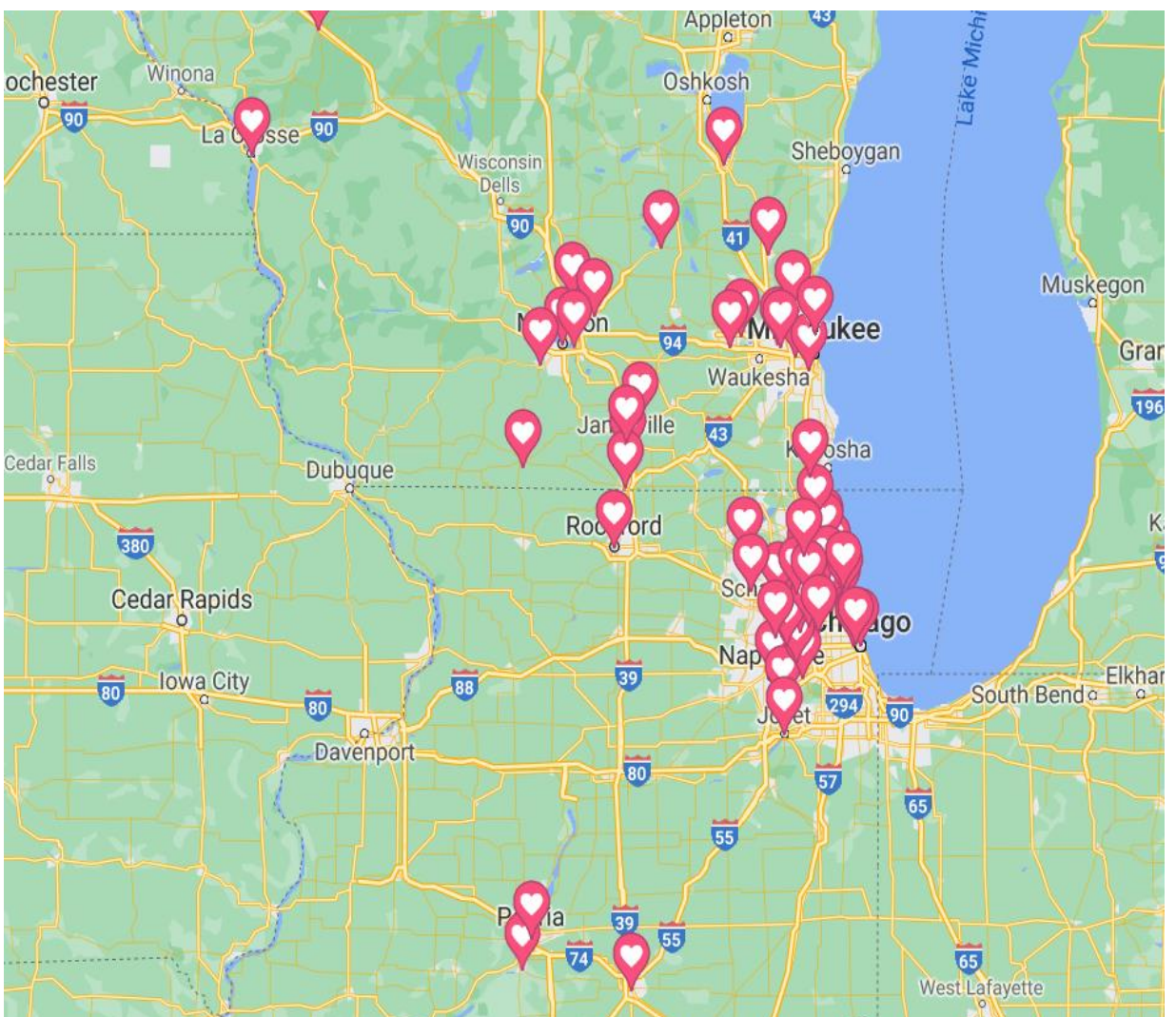
Ryan Fain

President, Kenosha Komets

# Our Players



# Our Competition



# Rink Advertising

Rink advertising is a cost-effective way to put your business in front of a broad audience of participants and spectators. Many participants visit the rink multiple times of week, ensuring maximum exposure for your ad.

Our rink advertisements are displayed for 12 months from the time of installation. Our hockey programs bring spectators from both Southeast Wisconsin, Chicagoland and part of Indiana and Iowa.

Our advertising options are as follows:

Ad Type	Initial Cost	Yearly Renewal	Credit to Skater for fees
Zamboni Wrap	\$5,000	\$4,000	\$1000
Rink Dasher Board 3' x 8'	\$1,000	\$800	\$200
Wall Sign 4' x 8'	\$500	\$400	\$100
Wall Sign 2' x 4'	\$250	\$200	\$50
Exterior (Bleacher side) Dasher Board 20" x 2'	\$200	\$150	\$25



- All Advertisements above include recognition on our website and Social Media platforms.
- Artwork/Logo Design
  - **Vector artwork:** 1:1 Scale in .ai, .eps, .pdf formats are accepted. Make sure any links are embedded and any fonts are converted to outlines prior to sending.
  - **Raster artwork:** 1:10 scale at 720 dpi, flattened .tiff .jpeg and files are accepted. Make sure the file is flattened prior to sending.

Logos sent for print are preferred in a vector format as the resolution will be crisp. If a vector is not an option, **high resolution jpeg will be acceptable as well.**

# SPONSORSHIP AGREEMENT

This agreement is made effective this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, between Kenosha Blue Line Hockey (KBLH), a 501(c) nonprofit corporation, tax-exempt under Internal Revenue Code § 501(c), and \_\_\_\_\_.

To further its tax-exempt purposes, (KBLH) conducts the following: Youth sporting leagues and development and community outreach. The parties have agreed to enter into this Agreement to set forth the terms of Sponsor's nonexclusive sponsorship of the Program in exchange for certain contributions to (KBLH). Accordingly, (KBLH) and Sponsor agree as follows:

## **I. Sponsorship.**

A. During the term of this Agreement, (KBLH) agrees to identify and acknowledge Sponsor as a sponsor of the Program, pursuant to Internal Revenue Code § 513(i) and related Treasury Regulations, by displaying Sponsor's logo and other agreed-upon identifying information on (KBLH) marketing, advertising, and promotional media in connection with the Program, in the manner (placement, form, content, etc.) reasonably determined by (KBLH) in its sole discretion. Sponsor agrees to provide all the necessary content and materials for use in connection with such sponsorship.

B. During the term of this Agreement, Sponsor shall be permitted to utilize (KBLH) name, acronym and logo's for the sole purpose of promoting Sponsor's sponsorship of the Program.

## **II. License of Intellectual Property.**

A. (KBLH) is the sole owner of all right, title, and interest to all (KBLH) information, including (KBLH)'s

logo, trademarks, trade names, and copyrighted information, unless otherwise provided. (KBLH) hereby grants

to Sponsor a limited, non-exclusive license to use certain of (KBLH)'s intellectual property, including

(KBLH)'s name, acronym, and logo (collectively, the "(KBLH)Property"), solely in connection with promotion

of Sponsor's sponsorship of the Program. Sponsor agrees that it shall not use (KBLH)'s Property in a manner

that states or implies that (KBLH) endorses Sponsor (or Sponsor's products or services). It is understood that

(KBLH) retains the right to review and approve in advance all uses of such intellectual property, which

approval shall not be unreasonably withheld.

B. Sponsor is the sole owner of all right, title, and interest to all Sponsor information, including Sponsor logos,

trademarks, trade names, and copyrighted information, unless otherwise provided. Sponsor hereby grants to

(KBLH) a limited, non-exclusive license to use certain of Sponsor's intellectual property, including names,

trademarks, and copyrights (collectively, "Sponsor Property"), solely to identify Sponsor as [a/the] sponsor of

the Program. It is understood that Sponsor retains the right to review and approve in advance all uses of such

intellectual property, which approval shall not be unreasonably withheld. Sponsor represents and warrants that

it has not previously disposed of any of the rights herein granted to (KBLH) nor previously granted any rights

adverse thereto or inconsistent therewith; that there are no rights outstanding which would diminish, encumber

or impair the full enjoyment or exercise of the rights herein granted to (KBLH); and that the Sponsor Property

does not and will not violate or infringe upon any patent, copyright, literary, privacy, publicity, trademark,

service mark, or any other personal or property right of any third party.

C. Upon termination or expiration of this Agreement, all rights and privileges for use of the other party's

Property shall expire, and each party shall discontinue the use of such other party's Property.

**III. Contribution Schedule.**

A. In consideration for the right to sponsor the Program and to be acknowledged by (KBLH) as a sponsor of the Program during the term of this Agreement, Sponsor agrees to make a cash contribution to (KBLH) of \_\_\_\_\_ dollars (\$ \_\_\_\_\_) per year, to be paid in a single lump-sum within thirty (30) days of the commencement of each Term of the Agreement. Further, Sponsor will work with (KBLH) to identify and provide in-kind products, services and/or facilities to (KBLH), (KBLH) members, and/or in connection with (KBLH) activities.

B. To the extent that any portion of a payment under this section would not (if made as a Separate payment) be deemed a qualified sponsorship payment under IRC § 513(i), such portion shall be deemed and treated as separate from the qualified sponsorship payment.

**IV. Term and Termination.** The Term of this Agreement will begin on the Effective Date and continue for a period of one (1) year. The Agreement shall automatically renew for one (1) year Terms unless (i) either party terminates for any reason upon sixty (60) days prior written notice to the other party; (ii) one party notifies the other party that the other party is in material breach of its obligations under this Agreement and such breach (if curable) is not cured with fifteen (15) days of such notice; or (iii) both parties agree to terminate by mutual written consent.

**V. Relationship of Parties.** The parties are independent contractors with respect to one another. Nothing in this Agreement shall create any association, joint venture, partnership, or agency relationship of any kind between the parties.

**VI. Indemnification.** Sponsor shall indemnify and hold harmless (KBLH), its related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns from and against any and all claims, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses), and liabilities of every kind incurred as a result of: (i) any act or omission by Sponsor or its officers, directors, employees, or agents; (ii) any use of Sponsor's name, logo, Web site, or other information, products, or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by Sponsor as they occur. This section shall survive any termination or expiration of this Agreement.

**VII. Confidentiality.** Confidential Information is all information that is marked as such and all other information which a reasonable person would consider to be confidential. Confidential Information shall include, but is not limited to, information regarding the organization, its operations, programs, activities, financial condition, and membership or customer lists. During the Term, each party shall use and reproduce the other party's Confidential Information only for purposes of this Agreement and only to the extent necessary for such purposes.

Each party shall restrict disclosure of the other party's Confidential Information to its employees and agents with a reasonable need to know such Confidential Information, and shall not disclose the other party's Confidential Information to any third party without the prior written consent of the other party.

**VIII. General Provisions.**

A. Warranties. Each party covenants, warrants and represents that it shall comply with all laws and regulations applicable to this Agreement and the performance of its obligations, and that it shall exercise due care and act in good faith at all times in the performance of its obligations hereunder. The provisions of this section shall survive termination of this Agreement.

B. Binding Effect. This Agreement shall bind the parties, their respective heirs, personal representatives, successors and assigns.

C. Governing Law. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Wisconsin, without regard to its conflict-of-laws or choice-of-law principles.

D. Assignment. This Agreement, or the rights granted under it, may not be assigned, transferred or sublicensed by either party without the express prior written consent of the other party.

E. Entire Agreement. This Agreement and all its attachments constitute the entire agreement between the parties and supersede all prior agreements, oral or written, relating to the Sponsorship. This Agreement may only be amended in a writing signed by both parties.

F. Notice. All notices given under this Agreement shall be in writing, addressed to the parties at the addresses set forth below, and shall be deemed to have been duly given when delivered when sent by overnight courier, or certified mail (return receipt requested).

\* \* \* \* \*

The parties have executed this Agreement through their duly authorized representatives as of the date first written above.

**Kenosha Blue Line Hockey**

**By:** \_\_\_\_\_

**By:** \_\_\_\_\_

**Name:**

**Name:**

**Title:**

**Title:**

**Address:**

**Address:**

**Telephone:**

**Telephone:**

**Fax:**

**Fax:**

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