



South Anchorage Hockey Association Sponsorship Policy

The South Anchorage Hockey Association (SAHA) is a non-profit corporation as defined by the IRS 501(c)(3) (Tax ID # 92-0167954). The SAHA organization accepts sponsors from individuals or corporations to help offset the cost of youth hockey in our community.

For the purpose of this policy, sponsorship means a contribution from a business (either in cash or in-kind) that is provided as a donation to support specific programs, team, or event.

SAHA accepts sponsorships to the organization as a whole or to specific teams. SAHA does not accept sponsorships for individual players. Below is a summary of sponsorship types.

Organizational Sponsorship Tiers

Title Sponsor - \$10,000

This puts you as an Elite Sponsor of program. Your company would be a lead sponsor for all our Association sponsored events, invitational tournaments including the Toys for Tots Jamboree, featured on our website, and your logo on all our recreational and competitive jerseys (U8 through 12U). Your company logo would be on a banner displayed in our Training Center as well as on our mini board dasher. Also, you would be listed as a sponsor of our goalie and skills clinics.

Jersey Sponsor - \$2,500

Your company name will be seen on all our jerseys in the recreation and competitive divisions of our program and featured on our website. This is renewed annually.

Clinic Sponsorship - \$1,000

Your company will have your company name on our goalie and skill clinics for all our members held throughout the season.

Mite Mini-Board Sponsorship - \$500/\$750

\$500 sponsor for your logo to be placed on our mite mini boards which are set up during mite games. Your logo would be seen on one set of mini boards for life. \$750 will have your logo placed on both sets of mini boards permanently.

Specific Team Sponsor

Recreational and competitive teams can obtain sponsors from individuals or companies that go directly towards their teams' expenses. These expenses may include additional ice sheets, tournament fees, third jerseys, training, team meals, travel expense, apparel, etc. It is expected that the teams will utilize all of the sponsorship funds raised during the season for team expenses.

SAHA reserves the right to terminate any corporate sponsorship if the sponsor or its representatives or agents engage in any conduct that would lead SAHA to reasonably determine that its continued participation in the arrangement with a particular company would adversely affect the goodwill and reputation of the SAHA or its members. In the event of any such termination, SAHA will relinquish the sponsor's contribution and return all unused funds.

SAHA's Board of Directors is responsible for establishing the principles and guidelines governing SAHA's relationships with corporations. The SAHA Program Director is responsible for day-to-day oversight of all corporate sponsorship arrangements.

The following page includes an approved temple that teams can use to obtain sponsors for their team.

SOUTH ANCHORAGE HOCKEY ASSOCIATION

Dear Friends of South Anchorage Hockey,

The *[Team Name]* hockey team is looking forward to the rest of the *[Year]* competitive hockey season. Our current fundraising efforts are going towards additional ice time, travel within Alaska, and out of state hockey tournaments. For many of our players, this will be their first or second team travel experience. We expect to see a lot of growth, both on and off the ice, for our players.

In an effort to give the community an opportunity to participate in these fundraising efforts, we are asking that you become a sponsor for our team. Your sponsorship in support of our players and coaches for the *[Team Name]* hockey team will not go unnoticed. The youth of this program, as well as their parents, truly appreciate anything you can contribute to make the travel costs involved in competitive hockey more affordable. Your donation dollars will be used to directly fund our players and coaches.

[Insert specific sponsor opportunities, ie, banner, jersey logo, etc.]

The South Anchorage Hockey Association is a non-profit corporation as defined by the IRS 501(c)(3). If these sponsorship programs are not the right fit for your company but you would like to sponsor in another way, please let me know. We would like to thank you for your support and hope that we can continue with your support in the future.

Sincerely,

[Coach Name]
[Team Name]
[Coach Contact]

SOUTH ANCHORAGE HOCKEY ASSOCIATION

Tax ID # 92-0167954

Company: _____

Address: _____

Email: _____

Phone: _____

Make checks Payable to *[Team Name]*

Check# _____ Amount: _____ SAHA Contact: _____