



2019-2020 Season Tuition Reduction Program

Objective:

To reduce your price of tuition while giving our patrons advertising on our website.
(> 1.7 million visitors, average 450 per day)

How it works:

Player obtains a sponsor (between May 1, 2019 – July 31, 2019) to be displayed on WHYH webpage for 11 months, and the player will receive **50%** of the cost of the sponsorship off their tuition and **50%** goes directly to WHYH to defray costs (tournaments, skills and drills, uniforms costs, dry-land, End of Year Banquet, Opening Face-off, defray travel costs, etc.).

Sponsor Costs:

| Sponsor Type | Cost | \$ Tuition Reduction | \$ goes to WHYH |
|--------------|-------|----------------------|-----------------|
| Sponsor Logo | \$100 | \$50 | \$50 |

Limitations:

- ⦿ All sponsor names and money must be submitted by **August 1, 2019**
- ⦿ Sponsors will only be allowed **one spot** on the page
 - (1st Player to Submit sponsor name and have money to Colleen Iversen)
- ⦿ Sponsors will be displayed on website from **9/1/19 – 8/1/20**
- ⦿ You can obtain as many as you like to pay for your tuition. (No refunds will be given if you get more \$ reductions than your tuition.)
- ⦿ Tuition Reductions will be taken off the player's tuition on **8/15/19**



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Dear Prospective Sponsor:

I am writing this letter on behalf of **West Haven Youth Hockey (WHYH)** with the hope that you will consider a sponsorship for the 2019- 2020 season. WHYH is comprised of over 150 children ages 5 to 15 who receive an opportunity to compete and learn the game of ice hockey while becoming part of a team.

One of WHYH's missions is for our young athletes to **“Develop life-long relationships that will last throughout their years in our program and beyond.”** We hope you can relate to our mission with your company as business is all about relationships. As a sponsor of WHYH you can help build new and existing relationships with clients while helping to support one of our players, as well as the league.

If you support WHYH:

- **Fifty percent of your sponsorship fee will help defray the tuition cost of an individual player and fifty percent will go to our Fundraising Committee. Fundraising is done throughout the year to help skating coaches, goalie coaches, Skills and Drills and off-ice training.**
- **Your company name and logo will be displayed on our website from September 1, 2019 through August 1, 2020 for all our visitors to see.**
- **You will advertise on a newly redesigned website that receives consistent traffic (1.7 million visitors this year alone), not only from parents of our own players but from hockey families across the local area and state who compete against our teams.**

The cost of sponsorship is only \$100, and all checks can be made payable to West Haven Youth Hockey. We ask that all checks must be collected as early as May 1, 2019 and no later than **August 1, 2019** to be a sponsor for the upcoming season.

Thank you for considering this opportunity and please feel free to email me at whyhfundraising@gmail.com with any questions you may have.

Sincerely,

Colleen Iversen
Director of Fundraising
West Haven Youth Hockey

For Sponsorship – Please attach \$100 check to this letter and send to **PO Box 17453, West Haven, CT 06516** and email your logo to whyhfundraising@gmail.com.

Name of Sponsor:

Player Name:

PROUD SPONSOR



West Haven Youth Hockey
www.westhavenyha.org