



Crusaders Youth Hockey



P.O. Box 942 Groton, MA 01450

Non-Profit, Federal ID#20-5603602, Tax Status 501 (c)(3)

www.crusadersyouthhockey.org

Dear Sir/Madam,

Crusaders Youth Hockey (CYH) is a non-profit organization that provides a co-ed ice hockey program to the youths of **Pepperell, Ashby, Townsend, Groton, Dunstable, Shirley, Ayer** and surrounding towns. CYH focuses its efforts on the recreational benefits of hockey in an effort to instill lifelong qualities of responsibility, sportsmanship, team play, and personal achievement in all of our players. This has been made possible by the tireless efforts of our volunteer Board of Directors, coaches and team parents and by the generous monetary contributions by local businesses and individuals.

We are seeking sponsorship and support from local businesses to help subsidize expensive equipment for families who otherwise may not be able to afford it, reduce the costs of ice rental, provide skills training for players, and defray the costs of hosting league events.

The following events have the greatest needs and benefits for sponsors to support our league:

- **Team Sponsorship!** NEW THIS YEAR! The Crusaders Youth Hockey have a NEW look, logo and uniform for the 2018-19 season! Everyone will notice our bold updated look! And, they will see your business name on each player's jersey, on the team that you sponsor!
- **"Learn to Skate"** is a 10 week program at our home rink at the Groton School, where younger kids learn the foundation of skating and hockey skills. CYH has been proud to offer this program for many years to many hockey families! Sponsor the program and your business logo will be on each players jersey as well as on email blasts, the website and on rink signs!
- **Signage Sponsorships!** Dedicated sponsorship page, choice of rink sponsorship location, recognition at all CYH events!
- **"41st Annual Tourney in the Woods"** is a large scale event hosted by CYH, which draws in over 1000 players (90+ hockey teams) and their families from local areas and 3 other states. It is a 5 day event in 3 rinks at the Groton School/Lawrence Academy—a very well-attended and respected hockey tournament! Be our Title Sponsor! See www.tourneyinthewoods.org for more information.

At each of these events, there is a great opportunity for sponsors to gain public recognition. CYH can offer a range of benefits to sponsors—please refer to the chart regarding the different sponsorship levels. All donations are gratefully accepted. CYH is a non-profit, charitable, co-ed organization and your contribution is tax deductible. For more information or to arrange your donation, please contact one of the following people:

Shelagh Conway — sconway@crusadersyouthhockey.org – (978) 835-5360

Shawn Lothrop— slothrop@crusadersyouthhockey.org – (781) 330-9406

Checks may be payable and mailed to: **Crusaders Youth Hockey, PO Box 942, Groton, MA 01450**

Thank you for considering supporting our fundraising efforts. Our organization looks forward to representing the local area and your business with pride!

Sincerely,

Crusaders Youth Hockey Board of Directors





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| Sponsor Level | Donation | Special Recognition |
|--------------------------------------|--|--|
| <p>CRUSADER TITLE Sponsor</p> | <p>Events:</p> <p>Learn to Skate \$3000</p> <p>“Tourney in the Woods” \$5000</p> | <ul style="list-style-type: none"> • For each sponsored event, includes NAMING RIGHTS for (“Presented by...”) and company name/logo displayed on all email & social media blasts • For Learn to Skate 12 week session—exclusive banner at CYH home rink, name/logo on all email/Facebook blasts to entire CYH league (300+ recipients) throughout entire 2017-2018 season. AND Company name/single color logo on each player’s jersey (50+ players)! Nameplate size, approximately 10” x 2” on back bottom of player’s jersey. DEADLINE OCTOBER 30TH! • For “Tourney in the Woods” 5 day event—digital signage (slide/short movie), name on trophies and swag, priority choice of logo location, company name/logo on event website www.tourneyinthewoods.org ONLY 1 TITLE SPONSORSHIP AVAILABLE PER EVENT DEADLINE NOVEMBER 30TH! |
| <p>HELM SIGNAGE Sponsor</p> | <p>\$1000</p> | <ul style="list-style-type: none"> • Dedicated Platinum SPONSOR PAGE on CYH league website www.crusadersyouthhockey.org • Sponsor name/ logo on DIGITAL SIGNAGE , and choice of sponsorship location (on Zamboni/lockers/hospitality room, concession stand) at Tourney in the Woods • RECOGNITION at league ceremonies & CYH Awards Night MULTIPLE SPONSORSHIPS AVAILABLE DEADLINE DECEMBER 1ST! |
| <p>SWORD TEAM Sponsor</p> | <p>\$600 or \$1500 for 3 teams!</p> | <ul style="list-style-type: none"> • Company name/ logo on CYH league WEBSITE homepage www.crusadersyouthhockey.org and social media • Company name/single color logo on each player’s jersey! Nameplate size, approximately 10” x 2” on bottom back of player’s jersey. ONE SPONSORSHIP PER U6 TEAM DEADLINE OCTOBER 1ST! SOLD OUT |



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| SHIELD BOARDS Sponsor | <u>\$800</u> | <ul style="list-style-type: none">• Sponsor name/ logo on MINI-BOARDS at CYH home rink for the full season, including Tourney in the Woods! MULTIPLE SPONSORSHIPS AVAILABLE <i>DEADLINE DECEMBER 1ST!</i> |
| CREST WEB Sponsor | <u>\$250</u> | <ul style="list-style-type: none">• Sponsor name/ logo on our web page, top marquee and on our dedicated sponsor page |

We are happy to accept other types of donations (e.g. raffle basket items, volunteer time, sports tickets) that can be used to increase revenue or excitement about CYH, it's program or Tourney in the Woods. Please contact: Shelagh Conway (shelaghconway@gmail.com) or Shawn Lothrop (slothrop@crusadersyouthhockey.org).