

# Falmouth Youth Hockey League, Inc.

9 Technology Dr., East Falmouth, Massachusetts 02536 (508) 548-7080



Ronny Bowman  
Chairman, Board of Governors

John Turner  
President, F.Y.H.L.

Thomas Peterson  
General Manager

---

## **The Tradition Continues**

Dear Past and Future FYHL/Falmouth Ice Arena Supporters,

Falmouth Youth Hockey League is excited about continuing our advertising campaign to celebrate our third season at the new Falmouth Ice Arena. Dasher board signage provides a new and exciting advertising medium for your business or organization and a wonderful way to help support Falmouth Youth Hockey.

We will continue to have all Dasher board signage in place for the upcoming season – let's continue the Tradition – and celebrate together "Dedication and Commitment" to Falmouth Youth Hockey.

Please look over the enclosed Dasher board Signage Supporter package that includes pricing for the 2015-2017 as well as the specification sheet.

Your support and commitment will help continue our success and dedication for the future of Falmouth Youth Hockey and the Falmouth Ice Arena. Spaces on our arena dasher boards will fill up quickly as they are available on a first come, first served basis.

Please contact Amy Baker @ 548-7080 x10 or [marketingdirector@falmouthicearena.com](mailto:marketingdirector@falmouthicearena.com) for agreement information, and placement locations available.

Don't miss this opportunity to place your signage in the New Falmouth Ice Arena!  
Submit your package today.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Turner".

John Turner, President  
Falmouth Youth Hockey League, Inc.

# Falmouth Youth Hockey League, Inc.

9 Technology Dr., East Falmouth, Ma 02536 (508) 548-7080



## The Tradition continues

Falmouth Ice Arena, home of ....

Falmouth Youth Hockey League, Inc.

Falmouth Adult Hockey League

Falmouth Figure Skating Club

Cape Cod Women's Hockey

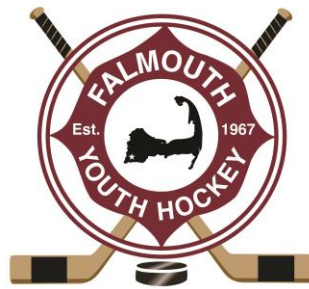
Falmouth High School JV and Varsity

Storm Girls Hockey Team



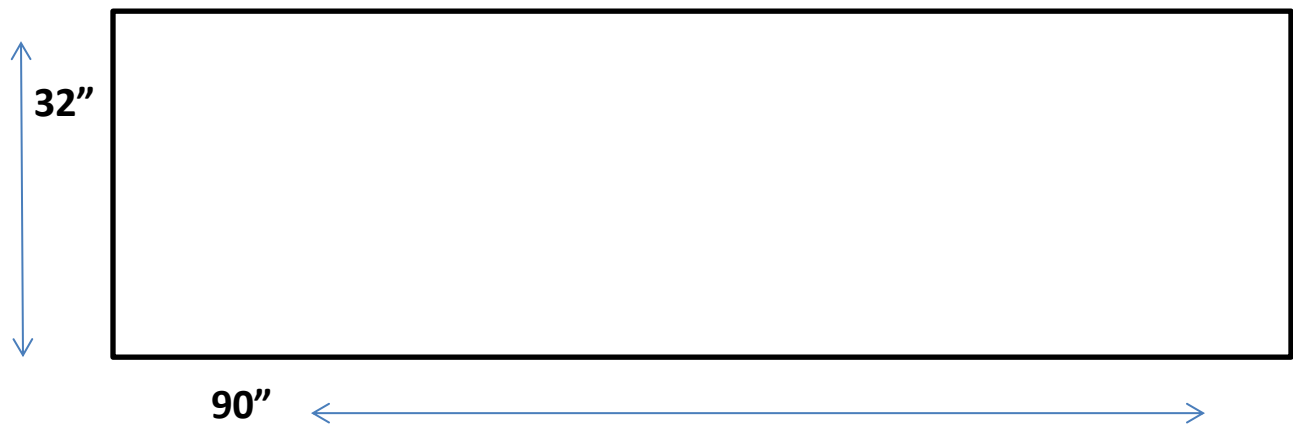
### Mission Statement

The intent of Falmouth Youth Hockey is to provide a safe, wholesome learning environment for its participants. The life skills learned on and off the ice are priceless. Friendship, dedication, teamwork and sportsmanship are ideals to grow on. Our goal is that each child in Falmouth Youth Hockey will grow and learn from the lessons taught by competitive sports. Our hope is that as coaches and parents we will work together in a cooperative effort to achieve this goal.



## SPECIFICATION SHEET

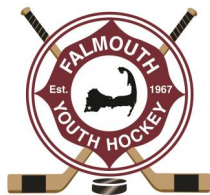
1. Advanced artwork is printed using a 4-color process allowing for complete full color graphics. Background will be printed white. If you have artwork, it can be emailed to [marketingdirector@falmouthicearena.com](mailto:marketingdirector@falmouthicearena.com)
2. Diagram of size: (approximately) 32 X 90



3. The advertisement is installed per the installation guidelines by Arena personnel.
4. Maintenance includes periodic cleaning with puck-off solution to remove puck and stick marks.
5. Artwork may NOT have phone number, address, email or website. Logos are preferred

# Falmouth Youth Hockey League, Inc.

9 Technology Dr., East Falmouth, Massachusetts 02536 (508) 548-7080



## Dasher Board Sponsor Rates

	Price per Year	2 Yrs pd in Full	3 Yrs pd in Full
NHL Rink	\$1,200	\$2,200	\$3,100
½ sheet	\$700	\$1,300	\$1,800
Both rinks	\$1,600	\$2,950	\$4,000

**Dasher board sponsorship signage is a minimum two (2) year commitment.**

**All Dasher board sponsors will receive “free” advertisement and recognition on the FIA website.**

### RESPONSIBILITIES

Falmouth Youth Hockey League will provide the marketing, prospecting and selling of ad sales for the dasher board’s signage. Arena personnel will install the signs in the designated locations on the dasher boards and keep signs readable and attractive. This means cleaning with puck-off as necessary. All ad copy will be reviewed and approved by Falmouth Youth Hockey League and the Board of Governors. (Corporation)

### TYPES OF ADVERTISERS

Local and regional advertisers include: Automobile Dealers, Banks, Sports Retailers, Real Estate Agencies, Insurance Agencies, Restaurants, etc.

National advertisers include: Athletic equipment manufacturers, snacks, soft drinks, telecommunications, overnight carriers, financial services, Internet service providers, etc.

### PAYMENT PLAN

Payment is due in full upon execution of dasher board agreement. Yearly renewals will be paid in full prior to contract anniversary date.

Dasher board signage will be a two (2) year commitment.

Agreement terms start the date the contract is signed and payment is made.

**AGREEMENT**

Agreement is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by and between Falmouth Ice Arena and the Falmouth Youth Hockey League, Inc. hereinafter referred to as the (CORPORATION) and \_\_\_\_\_ hereinafter referred to as the (CLIENT), continuing for a period of two (2) years from \_\_\_\_\_ to \_\_\_\_\_

**THE CORPORATION AGREES:**

1. To supply and display the dasher board signage, the location to be agreed upon by both parties.
2. To maintain the sign, by using puck off as necessary to keep it in the best possible condition.

**THE CLIENT AGREES:**

1. To provide the CORPORATION with the advertisement copy for the dasher board sign.
2. That the yearly amount due will be paid in full, after CLIENT approves the ad copy.
3. The CORPORATION has the right at its discretion to take the CLIENTS sign off the dasher boards if the CORPORATION finds that the CLIENT has caused in any way harm or embarrassment to the CORPORATION, or if any amount due is not received as per the agreement.

**BOTH PARTIES AGREE:**

1. That the annual cost is \$\_\_\_\_\_ per year and the term for the display of the signage is two (2) years.
2. CLIENT will receive at no cost “free” recognition and advertisement on the FYHL website.
3. The CORPORATION is the sole authority to approve or deny all ad copy and wording of all signage.

**CORPORATION**

**COMPANY (CLIENT)**

\_\_\_\_\_ Date\_\_\_\_\_

\_\_\_\_\_ Date\_\_\_\_\_

John Turner, President  
Falmouth Youth Hockey League, Inc.

## Contact Information

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email address: \_\_\_\_\_