



58th Annual International Silver Stick Finals

PROGRAM OPPORTUNITY

January 9-12, January 16-19 and January 23-26, 2020

www.Silverstick.org



Dear Silver Stick Patron:

It's that time of year again! It's HOCKEY SEASON! The Port Huron Hockey Association is proud to be hosting the 58th Anniversary NORTH AMERICAN **SILVER STICK**® FINALS in January, 2020. As you already know, this now three-weekend event continues to be the most prestigious tournament in North America, with teams coming from all over the United States and Canada. We anticipate another large turnout with over 140 teams this year. Along with each participating team, approximately 15-20 families arrive, patronizing our local businesses, looking for fun, souvenirs, malls, restaurants, motels, stores and places to spend their vacation money. That's approximately 7,400 patrons, not counting the local people who support the three weekends of action-packed youth hockey.

You have advertised in our program in the past and we are hoping that you will continue to support hockey in Port Huron and repeat your purchase of an ad in the 2019-20 **Silver Stick**® Program Book. There were 1,000 programs printed last year and we expect to print the same amount again this year.

For those of you that want to make sure every player and their family (approximately 2,800) get a copy of what you want to sell, we urge you to take advantage of our Coach Packet Special.

ARTWORK HELP! - Jean Chapdelaine from Ready. Set. Mail is ready to help anyone needing a new ad or updating a last year's ad for our program FREE OF CHARGE. You can contact her at readyssetmail@yahoo.com or 810-982-1924. She looks forward to helping you make the most of your ad so that it can be an effective piece of advertising for you and your business.

TIMELINE: In order to make sure that the program is completed on time we have a deadline of Friday, December 1, 2019 to receive final orders for ads in the program. Payment must be received by December 1, 2019 in order to complete your order. We appreciate your timeliness in this matter so that we can give you the best possible service.

Thank you again for your patronage and if you have any questions, or need further information, please feel free to contact our Program Coordinator, Jean Chapdelaine at Ready.Set.Mail. at 810-982-1924 or send an email to readyssetmail@yahoo.com.

PORT HURON HOCKEY ASSOCIATION



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PROGRAM ORDER SHEET

(PLEASE CHECK WHAT YOU WISH TO ORDER)



| Size of ad | Black Ink Ad Price | Purchase Mark w/X | Color Ink Ad Price | Purchase Mark w/X | Available Spots |
|-------------------|--------------------|-------------------|--------------------|-------------------|-----------------|
| 8 x 10" portrait | \$250.00 | | \$325.00 | | 5 |
| 8" x 5" landscape | \$165.00 | | \$200.00 | | 20 |
| 4" x 5" portrait | \$100.00 | | \$135.00 | | 25 |
| BC ad landscape | \$65.00 | | \$75.00 | | 15 |
| Color Cover | ----- | ----- | \$400.00 | | 3 |
| 1st Place Trophy | \$100.00 | | XXX | | 8 |
| Coach's Packet* | \$350.00 | | XXX | | 8 |

**PORT HURON HOCKEY ASSOCIATION
THANKS YOU FOR YOUR GENEROUS SUPPORT!**

**Coach's Packet will include BC size ad in main program plus 2,800 fliers put into each coach's packet for distribution to the team. We do not guarantee that all coaches will pick up packets and/or distribute them to their team but any not picked up will be distributed to spectators watching the games.*

PLEASE INITIAL ALL THAT APPLY

- _____ We will be emailing new artwork to readysetmail@yahoo.com
 _____ We will need someone to pick-up new artwork
 _____ We wish Ready.Set. Mail. to help us with designing a new ad for this year's program (FREE SERVICE)

DO YOU WISH TO SUPPLY YOUR OWN FLIERS FOR THE COACH'S PACKETS? If so, you will need to supply 2,800 fliers divided into sets of 20. The fliers will need to be delivered to the hockey office no later than 12/15/19 in order to guarantee placement in the packets.

_____ \$75 Stuffing fee for stuffing your own 2,800 fliers into coach's packets.

COMPLETED ARTWORK: Please EMAIL a .pdf or .jpg file of your advertisement to: readysetmail@yahoo.com

PAYMENT DUE AT TIME OF ORDER

Payment Amount enclosed: _____

Please make checks payable to **Silver Stick**.

Please mail payment along with copy of this invoice to: PO Box 611244, Port Huron, MI 48061

COMPANY NAME _____

ADDRESS _____ CITY _____ ZIP _____

PHONE _____ E-MAIL _____

SIGNATURE FOR ADVERTISING AUTHORIZATION _____