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 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,

John Turner, President

Falmouth Youth Hockey League, Inc.

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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



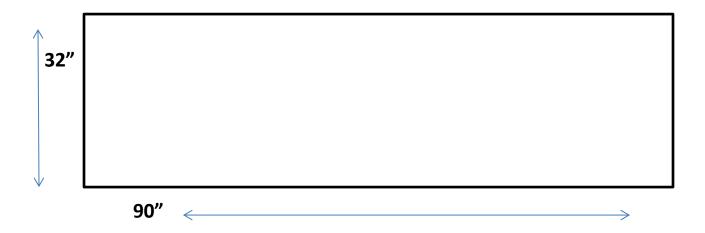
Mission Statement

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

- 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
- 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

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Dasher Board Sponsor Rates

	Price per Year	2 Yrs pd	3 Yrs pd	
	•	in Full	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

and the Falmouth Youth Hockey League, In and herein:	, 20, by and between Falmouth Ice Arena c. hereinafter referred to as the (CORPORATION) after referred to as the (CLIENT), continuing for a						
period of two (2) years from	to						
THE CORPORATION AGREES:							
· · · · · · · · · · · · · · · · · ·	ard signage, the location to be agreed upon by both						
parties.							
	off as necessary to keep it in the best possible						
condition.							
THE CLIENT AGREES:							
<u>*</u>	To provide the CORPORATION with the advertisement copy for the dasher board sign.						
	That the yearly amount due will be paid in full, after CLIENT approves the ad copy. The CORPORATION has the right at its discretion to take the CLIENTS sign off the						
	that the CLIENT has caused in any way harm or						
embarrassment to the CORPORATION, or							
agreement.	if any amount due is not received as per the						
BOTH PARTIES AGREE:							
	_ per year and the term for the display of the signage						
is two (2) years.							
	e" recognition and advertisement on the FYHL						
website.							
	hority 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.							
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Contact Information

Contact Name:	 	 	
Mailing Address: _	 	 	
Phone Number:	 	 	
Email address:			