



Sponsorship Program

Founded in 1966, the Athens Youth Hockey Association (AYHA) has held a primary mission of: "Teaching fundamental hockey skills, teamwork skills, and sportsmanship through competition, and to promote and further the development of ice hockey in Athens and the surrounding areas. AYHA supports the development of both self-discipline and an inclusive teamwork ethic." Through the years the AYHA has produced many successful teams at every level. In 2008 the AYHA Varsity captured the Ohio High School Athletic Association State Championship.

The AYHA wants to provide an equal opportunity for the young people in the Athens area to learn the game of hockey and share in the enjoyment of playing. It is our desire that each participant - player, coach, referee, and parent - find a supportive environment that promotes fun and that encourages development to his or her maximum potential in the game of ice hockey. In doing so, they should learn the value and importance of teamwork and exemplify sportsmanship.

Competitive youth hockey often has the stigma of being an expensive sport to participate in. Fortunately for our area youth, AYHA is committed to keeping these expenses manageable so our area youth can learn and participate in ice hockey. The single biggest expense associated with ice hockey is the cost of ice time. Unlike baseball or football, ice hockey must be played on a sheet of ice that requires electricity and a dedicated facility to maintain. Players also need equipment to play ice hockey and AYHA is committed to making that equipment available to them so they can participate. AYHA is committed to eliminating the financial obstacle so our area youth can participate and we need your help to accomplish that goal.

The hockey community generally is made up of consumers who can and do support businesses that sponsor hockey. They are also keenly aware and appreciative of businesses and individuals who so generously support their children and the game they love.

So if you have a business you want to promote, or if you just want to play a significant part in the life of a deserving youth hockey player, we ask you respectfully to consider becoming an AYHA sponsor.

General data

1. AYHA season begins in October and ends in March
2. AYHA is consistently recognized by the Athens County Convention and Visitors Bureau as one of the leading organizations that bring visitors to Athens.

Web site data

1. The new site became live October 2009
2. Currently, www.athenshockey.com receives 126 hits per day
3. The site is equipped with a RSS feed. This RSS (most commonly translated as "Really Simple Syndication") is a family of web feed formats used to publish frequently updated content such as news headlines, and podcasts in a standardized format. Often times media outlets will subscribe to these feeds for easy access to stories and pictures.
4. The site features
 1. News Articles & Game Recaps
 2. Scheduling information for the entire organization, quickly and easily filtered to show just their team, color-coded for easy viewing
 3. Game Results, Team Record, and automatic detailed statistical analysis of the team's performance (by venue, by opponent, etc)
 4. Player Rosters & Player Statistics, Individual Player Profiles (if entered by their team)
 5. Email & Text Message Subscriptions for the teams people wish to follow

Teams (age Group)	# Players	# Home games	# Away games	Total gam
Learn Hockey (4-11yrs. Old)	45			
Mites (4-8yrs. old)	15	14	14	
Squirt (9-10yrs. old)	15	16	16	
Peewee (11-12yrs. old)	12	18	18	
Bantam (13-14yrs. old)	10	20	20	
Varsity (15-18yrs. old)	18	20	20	
AYHA total	125	88	88	1

Home game data	
Total # games in Athens	176
Estimated # visiting players at each game	16
Estimated # visiting family at each game	48
Total # players visiting Athens per season	2,816
Total # visiting family per season	8,448
Total # players and family per season	11,264



Sponsorship Program

Help support Youth Hockey in Athens and attract attention to your business by being an

AYHA Sponsor

Hat Trick Sponsor.....\$1,000.00/yr

- Static Ad on **www.athenshockey.com**
 - Ad appears on every page throughout website
 - Ad is hyperlinked to your website

Power Play Sponsor.....\$500.00/yr

- Rotating Ad on **www.athenshockey.com**
 - Ad appears on every page throughout website
 - Ad is hyperlinked to your website

Slap Shot (team) Sponsor.....\$250.00/yr

- Static Ad on team page of **www.athenshockey.com**
 - Ad is hyperlinked to your website

*Please make checks payable to: **Athens Youth Hockey Association***

AYHA is a 501 c(3) tax exempt organization FEIN # 31-1338245
Athens Youth Hockey Association P.O. Box 614 Athens, Ohio 45701-0614
www.athenshockey.com (740) 593-4665



Donor Program

Green & Gold Donor..... Any dollar amount

- Name listed under Green & Gold donor on www.athenshockey.com

Old Time Hockey Donor (Alumni).....\$75.00/yr

- Listing on Alumni Page on www.athenshockey.com
- Access to Alumni news such as Alumni game and gatherings
- Membership into Athens Alumni Hockey Association

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Sponsorship Agreement

Company Name: _____
Company Contact: _____
Address: _____
City: _____ State: _____
Phone: _____
Email: _____

Sponsorship Options

- _____ ***Hat Trick Sponsor***.....\$1,000.00/yr
- Static Ad on ***www.athenshockey.com***
 - Ad appears on every page throughout website
 - Ad is hyperlinked to your website
- _____ ***Power Play Sponsor***.....\$500.00/yr
- Rotating Ad on ***www.athenshockey.com***
 - Ad appears on every page throughout website
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- _____ ***Slap Shot (team) Sponsor***.....\$250.00/yr
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