



PIONEER VALLEY YOUTH HOCKEY ASSOCIATION, INC.
P.O. BOX 1366
HOLYOKE, MA 01040

Dear Local Business Owner,

Thank you for taking a moment to consider becoming a sponsor of the Pioneer Valley Youth Hockey Association (PVYHA), formerly Bay West and Tri-City Youth Hockey Associations. Our association's skaters come from the cities/towns of Agawam, Chicopee, Granby, Holyoke, South Hadley, and West Springfield. Please allow this letter to be our introduction to you and our request for financial support to help maintain this great program.

We are a nonprofit, 501(c)(3) organization that provides youth with the opportunity to learn not only the skills associated with the game of ice hockey, but also the ideals of good sportsmanship, fair play, and respect of others. This year we will have more than 180 young people participating, ranging in age from 4 to 18 years, all mentored by volunteers.

100% of your donation will go directly to help defray the costs of ice time, insurance, equipment, referee fees and to replace all our game jerseys this season. In return for your contribution, we will support your business with advertising:

- Your company will be listed on the PVYHA website as a sponsor
- Listed on our quarterly newsletter
- Acknowledged at our annual banquet in April
- A hole sponsorship sign will be displayed at our annual golf tournament to be held in May.

Our sponsorship rate for this year is \$250.

If you would like to join our family of sponsors please complete the attached form and forward it with your check made payable to: PVYHA, P.O. Box 1366, Holyoke, MA 01040. Your donation will be promptly acknowledged with a letter you may use for tax purposes. Please feel free to visit our website: <http://www.pioneervalleyhockey.org> . Thank you for your time and consideration.

Sincerely,

PIONEER VALLEY YOUTH HOCKEY ASSOCIATION
Board of Directors

Attachment:
PVYHA Sponsorship Form

2010/2011 Sponsorship Form

Pioneer Valley Youth Hockey Association is pleased to be able to offer local area businesses the opportunity to advertise and market their business on our association's website:

www.pioneervalleyhockey.org

Details

- Sponsorships are listed on our website for 12 months
- Logos or pictures can be used (submit a .jpg or .gif file)
- Ads will have exposure on our Sponsorship section of the web site, plus a banner link will be added to the site's main page
- Ads can include text, contact information and a link to your web site.
- Banner links constantly rotate and are viewable from any stage of the website
- In addition to the website your sponsorship fee also entitles your company acknowledgement in our quarterly newsletter, at our annual banquet and a hole sponsorship sign will be displayed at our annual golf tournament
- Content is subject to PVYHA board approval

Pricing

- 12 month ad = \$250.00, due in advance of PVYHA website posting

Company Name: _____

Contact Signature: _____

Address: _____

City, State, Zip: _____

Phone(s): _____

Email: _____

Website URL: _____

PVYHA Skater Name: _____

Please remit this form, include a check made payable to Pioneer Valley Youth Hockey Association and send to:

PVYHA
P.O. Box 1366
Holyoke, MA 01040

“You miss 100% of the shots you never take.” – Wayne Gretsky