



# Lawrence Hockey Association Sponsorship Program

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To Whom It May Concern:

On behalf of the Lawrence Hockey Association (LHA), I would like the opportunity to inform you about our sponsorship program.

The Lawrence Hockey Association offers sponsorship opportunities for local businesses to help offset some of the costs associated with our programs. Our success is credited largely to our sponsors, who lend their names, their gifts and financial support to us each season. The money we raise each year goes to equipment, educational programs and to defer the cost of ice time.

This season we are seeking sponsors to help us purchase new rink dividers for our Mite ADM Program. ADM stands for American Development Model, which is a USA Hockey program that outlines the latest equipment and methods to be used for developing our youngest hockey players in a more confined environment. The Mite ADM Program uses rink dividers to split up the ice into sections which allows the ice to be used by more than one team at a time. This allows more efficient use of the ice, but more importantly this helps the kids develop their skating and stickhandling skills faster as their space is limited, which gives them more time with and touches of the puck.

Hockey is an expensive sport and one thing that we pride ourselves on is being able to assist families with the costs associated with participation. Registration costs range from \$2,100-\$2,775. Any goods, services or monetary donations are fully tax deductible as the Lawrence Hockey Association is a 501(c) (3) nonprofit organization.

By participating as a sponsor, your company or organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of the LHA. For your donation, you'll be able to achieve excellent exposure to those who participate in Youth hockey throughout New Jersey and even into Bucks County, PA.

Your contribution will not only support teaching children how to play the great game of hockey, but instill life-enhancing values such as teamwork, self-esteem, fitness, sportsmanship and determination to name a few.

Thank you so much for your time and consideration in sponsoring our program.

Sincerely,

LHA Board of Directors  
Lawrence Flames Youth Hockey Association



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## Sponsorship Opportunities

This season we are offering the following levels of sponsorship. You can select the level of participation that best meets your needs.

### LEVEL 1: Hat Trick

**\$1000**

- Company Name and Logo placed on new rink divider boards (Include phone number and web address if desired. Sponsor will provide decals.)
- Company named as a Flames Sponsor along with a 30 sec advertisement during all radio broadcasts (broadcasting 6 games via The Bronc Radio @ [www.1077thebronc.com](http://www.1077thebronc.com))
- Company Name and Logo on front page of Flames website with link to your website
- Description of your company and services offered on our website.
- Advertising on our website as a "Hat Trick" Sponsor

### LEVEL 2: Power Play

**\$500**

- Company Name mentioned as a sponsor during all Bronc Radio broadcasts
- Company Name and Logo on front page of Flames website with link to your website
- Advertising on our website as a "Play Maker" Sponsor

### LEVEL 3: Play Maker

**\$100**

- Company Name and Logo on front page of Flames website with link to your website
- Advertising on our website as a "Team Player" Sponsor

### LEVEL 4: Team Player

**\$\_\_\_\_\_** (enter donation amount)

- A customized sponsorship package that allows you to sponsor a Flames team(s) of your choice or the organization as a whole for any dollar amount and for any need that you would like to help fulfill. Examples include:
  - ❖ funding support to help a team(s) offset tournament or travel costs;
  - ❖ funding for the purchase of team uniforms or warm-up gear;
  - ❖ funding for the purchase of hockey equipment (such as rink dividers or training aids)
  - ❖ contribution to the Flames financial assistance fund to support players in need of financial assistance;

Please enter your requested use of the donation in the "Special Request/Comments" section below.

We're counting on your support, and will be happy to answer any questions you may have. Please contact Paul Truban at 609-575-8632 with any questions or if you would like assistance in structuring a custom sponsorship package.



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## Sponsorship Commitment Form

**Sponsorship Levels:** *(Please check one)*

- Hat Trick**                      **\$1,000**
- Power Play**                      **\$500**
- Play Maker**                      **\$100**
- Team Player**                      **\$\_\_\_\_\_**

**Special Requests / Comments:**

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**Sponsor Name:** \_\_\_\_\_

**Sponsor Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

Please email any graphics for website advertising to [skatewithflames@hotmail.com](mailto:skatewithflames@hotmail.com)

Please return your sponsorship commitment form and your donation amount to the LHA at the following address:

Lawrence Hockey Association  
P.O. Box 6488  
Lawrenceville, NJ 08648

Thank you in advance for your willingness to support our efforts and make a difference in our youth hockey program.