



Eastern Carolina Hockey Association (ECHA)



Eastern Carolina Hockey Association (ECHA) is a parent run organization supporting youth hockey in eastern North Carolina. In 2009-10, ECHA supported three youth hockey teams (aka, the Jr. Pirates) that practiced out of the Bladez on Ice rink in Greenville, NC. In 2010-2011, ECHA plans to potentially support four Jr. Pirate teams that will participate in the Carolina Hockey League (CHL) and travel to cities within Virginia, South Carolina, and North Carolina. Although hockey is somewhat new to eastern North Carolina, our kids are passionate about the sport and improving their skills. We have anticipated a \$25,000 budget for the fiscal year and are looking to defray some of the costs so these kids can participate in a game they love so much. We are therefore seeking community sponsorships to defray such costs of renting ice time, travel, lodging, paying referees, uniforms, and other team-related expenditures.

We would like to take this opportunity to introduce the ECHA/Jr. Pirate Sponsorship Program. On the following pages, you will find information highlighting different sponsorship packages. We feel we can provide some valuable marketing efforts through our program but more importantly, you would be supporting these 48 + kids in not just a sport, but in developing characteristics and skills that will last a lifetime. Please check out our website at www.jrpiratehockey.com. We hope you will consider becoming a sponsor of ECHA and the Jr. Pirate Hockey Program.

Thank you for your support,

Tony Davis
ECHA President

Crissy K. Cody
ECHA Fundraising Director



Eastern Carolina Hockey



2009-2010 Sponsor Summary

Again, we would like to thank all of our 2009–2010 ECHA Sponsors.

Stanley Cup Level (\$1000)

Sheets Convenience Stores
Bella Homes
Round Table Toys

Hat Trick Level (\$500)

Buffalo Wild Wings
Carolina Pizza and Pasta Works
Murphy & Bunch CPAs, PA
Carolina Wealth Management
Suddenlink

Slap Shot Level (\$250)

Cornerstone Loan Center
Jersey Mikes
The Little Bank

Jr. Pirate Mate Level (\$100)

City Hotel and Bistro
ColdStone Creamery
W. White
Speight Properties
The Absolute Studio
Debu Café and Catering
Mirabella Old World Pizza
Psychological & School Services of Eastern NC
Michels and Gauquie
Michelangelo's
Trade Wilco Hess
Panera Bread

Sponsor Awareness

During the season, ECHA provided opportunities for maximum sponsor advertising including:

- 1. Listing on our popular and well designed, ECHA Website (www.jrpiratehockey.com)**
- each sponsor had their name/logo listed per sponsorship level with a link to their website

2. Jr. Pirate Home Tournament Programs

All Sponsors were listed appropriate to sponsorship level in the Home Tournament Programs. Nearly 150 programs were distributed to 14 participating teams and spectators in the four home tournaments hosted in Greenville, NC.

3. Jr. Pirate Team Banners

Stanley Cup Level Sponsors were listed on Jr. Pirate Team banners hung at all 2009-2010 Jr. Pirate competitions held in Greenville (NC), Fayetteville (NC), Greensboro (NC), Roanoke (VA), Wilmington (NC), Virginia Beach (VA).

4. Jr. Pirate Team T-Shirts

Jr. Pirate Team t-shirts were made with sponsor listings and are being distributed to team players.

Again, we would like to thank all of our 2009-10 ECHA Sponsors. Without your support, our youth hockey players would not have a chance to experience the sport of ice hockey in eastern North Carolina. We hope you will again choose to be a sponsor in 2010-2011. We are now accepting sponsors for the upcoming 2010-2011 season. Please feel free to visit www.jrpiratehockey.com or complete the information provided in the sponsorship packet.



**ECHA/ Jr. Pirate Hockey
Sponsorship Packages
2010-2011**



STANLEY CUP PLUS LEVEL SPONSOR - \$1500

- Company logo/Individual will be prominently featured on Jr. Pirate website (www.jrpiratehockey.com) Main Page Sponsor Banner
- Company logo/Individual will be listed on Jr. Pirate website sponsor page
- Web cast commercial available on Jr. Pirate website featuring Jr. Pirate players promoting the business.
- Company logo/Individual will be prominently featured (Full Page Advertisement and cover listing) in home tournament programs distributed to those attending home tournaments and in event flyers and programs for various fundraising events throughout the season.
- Company logo/Individual will be listed on Team Banner hung at each tournament *
- Company logo/Individual will be prominently featured on Jr. Pirate team t-shirt *
- Company/Individual will be prominently featured in press releases (when available)

STANLEY CUP LEVEL SPONSOR - \$1000

- Company logo/Individual will be prominently featured on Jr. Pirate website (www.jrpiratehockey.com) Main Page Sponsor Banner
- Company logo/Individual will be listed on Jr. Pirate website sponsor page
- Company logo/Individual will be prominently featured (Full Page Advertisement and cover listing) in home tournament programs distributed to those attending home tournaments
- Company logo/Individual will be listed on Team Banner hung at each tournament *
- Company logo/Individual will be prominently featured on Jr. Pirate team t-shirt *
- Company/Individual will be prominently featured in press releases (when available)

HAT TRICK LEVEL SPONSOR \$750

- Company logo/Individual will be listed on Jr. Pirate website sponsor page (www.jrpiratehockey.com)
- Company logo/Individual will be featured in home tournament programs (Half Page Advertisement) distributed at each home tournament
- Company logo/Individual will be listed on Jr. Pirate team t-shirt *
- Company/Individual will be prominently featured in press releases (when available)

SLAPSHOT LEVEL SPONSOR-\$500

- Company logo/Individual will be listed on Jr. Pirate website sponsor page (www.jrpiratehockey.com) distributed to those attending home tournaments
- Company logo/Individual will be featured in home tournament programs (Quarter Page Advertisement) distributed at each home tournament
- Company logo/Individual will be listed on Jr. Pirate team t-shirt *

JR. PIRATE FIRST MATE SPONSOR-\$250

- Company logo/Individual will be listed on Jr. Pirate website sponsor page (www.jrpiratehockey.com)
- Company logo/Individual will be featured in home tournament programs (Business card Advertisement)



**ECHA/Jr. Pirate Hockey
Sponsorship Packages
2010-2011**



COMMITMENT FORM

Sponsor Name: _____

Address: _____

Contact Name: _____ Phone: _____

Email Address: _____

(Please print name as it will appear in programs)

am/ are honored to support the Eastern Carolina Hockey Association (ECHA) Program
(check category below):

- | | |
|---------------------------------|--------|
| _____ Stanley Cup Plus Sponsors | \$1500 |
| _____ Stanley Cup Sponsors | \$1000 |
| _____ Hat Trick Sponsor | \$750 |
| _____ Slap Shot Sponsor | \$500 |
| _____ Jr. Pirate First Mate | \$250 |

Payment enclosed: \$ _____ Pledge of \$ _____, paid in 4 equal installments
paid in full by March 15, 2011.

Gift-in-kind Description _____

Gift-in-kind Value: \$ _____

Please send electronic copy of company image to crissycode@suddenlink.net for inclusion in promotional materials. jpeg is the preferred image type and the size for the banner ads should not exceed 300 W x 60 H (pixels). ECHA can assist in this process if needed.

A fundraising committee member will be glad to pick up your sponsorship or you can make checks payable to ECHA and mail to: ECHA, Attn: Fundraising Director, PO Box 20696, Greenville, NC 27858.

ECHA Member Name: _____