

ELK RIVER YOUTH HOCKEY APPAREL PARTNER



WHY PARTNER WITH US?

Becoming an apparel partner with the Elk River Youth Hockey Association (ERYHA) means joining one of Minnesota's most active and passionate hockey communities.

We're home to 600+ players and families – our tournaments bring together families from across the US and our website and social platforms have over 100k monthly views.

Our logos, the iconic ER and the modern Elk River Youth Hockey mark, represent decades of tradition and pride. As our program continues to grow, we're focused on ensuring that every product carrying our brand reflects the same quality and spirit our players represent on the ice.

By partnering officially with the ERYHA, your business:

- Gains access to use our official logos and colors with brand approval
- Builds credibility as a trusted vendor within the Elk River hockey community
- Supports local families, with a portion of the proceeds reinvested directly into youth programs and player development

Partnering with ERYHA isn't just good branding. It's joining a movement that keeps hockey strong, affordable and accessible for the next generation.

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Apparel partnership fees are separate from association sponsorship fees, and need to be secured independently to receive the corresponding benefits.

TOURNAMENT ONLY VENDOR

For vendors selling items at ERYHA tournaments

OPTION A:

- Sell your own products without ERYHA logos
- Contribute 10% of gross sales back to ERYHA

OPTION B:

- Use official ERYHA logos on tournament products
- Contribute 15% of gross sales back to ERYHA
- ERYHA logo use permitted only during tournament sales period

FULL SEASON APPAREL PARTNER

Apparel partners who wish to use ERYHA logos for ongoing store or product sales

5 partnership spots available per season

REQUIREMENTS & BENEFITS:

- \$1,500 annual cost of the apparel partnership +10% of sales from ERYHA orders
- Receive a featured online store link on our official apparel webpage
- Logo + backlink on ERYHA website
- Use of official ERYHA logos for the 2026-27 season (September-August)
- Thank You mention in season highlight post

We're actively seeking 5 approved apparel partners to expand our reach and selection. By becoming an official ERYHA apparel partner, you are aligning with a community that values teamwork, family and local spirit. Together, we can highlight the businesses that make Elk River such a great place to live, play and grow.

For partnership inquiries, please contact: Sarah Cole, Apparel Coordinator
eryhaapparelcoordinator@gmail.com