

CENTRAL KENTUCKY HOCKEY ASSOCIATION

Sponsorship Opportunities

2026–27 Season · Home of the Lexington Thoroughbreds

The Central Kentucky Hockey Association is a 501(c)(3) nonprofit serving roughly 200 skaters across Central Kentucky, from four-year-olds stepping onto the ice for the first time through teenagers competing regionally. We are volunteer-run, and every dollar raised goes back into ice time, coaching, equipment for families who need it, and keeping registration within reach.

Sponsorship of CKHA puts your brand in front of hockey families across Kentucky, Ohio, Indiana, and Tennessee — and puts kids on the ice who otherwise would not be there.

Why CKHA is different from a banner buy

Our sponsors travel. CKHA jerseys, equipment bags, and helmets go to rinks across four states every season, and they are in every team photo, every livestream, and every parent's phone. Your logo does not sit in one building — it moves with 200 families.

Association Sponsorships

Annual term, July 1 through June 30, renewable. All association sponsorships support the club as a whole — every team, every program, every skater. Each level includes everything in the levels below it.

Our levels follow the run of a race, from the gate to the winner's circle — because in Lexington, that felt right.

Included benefit	Starting Gate \$1,000	Back Stretch \$2,500	Home Stretch \$5,000	Winner's Circle \$10,000
Logo and link on CKHA sponsor page	●	●	●	●
Recognition in the CKHA newsletter	●	●	●	●
Social media feature post	●	●	●	●
Sponsor recognition at home games	—	●	●	●
Logo on CKHA equipment bags	—	One team	One program	Club-wide
Sponsor patch on game jerseys	—	—	One program	Club-wide
Helmet decal	—	—	One program	Club-wide
Logo on warmup apparel	—	—	—	●
Sponsor spotlight feature	—	—	●	●

● Included — Not included

Available on request at these levels — yours if you want it, easily declined if you don't:

Available on request	Back Stretch	Home Stretch	Winner's Circle
Team or program photo with sponsor	Yes	Yes	Yes
Framed CKHA jersey	—	Yes	Yes
Ceremonial puck drop at a home game	—	Yes	Yes
CKHA jacket	—	—	Yes
Event presenting rights	—	—	Yes
Category exclusivity	—	—	Yes

Where a placement is scoped to one team or one program, you choose which. That choice places your logo; it does not direct your contribution to that team or program. All association sponsorship supports the club as a whole.

Equipment bags, jersey patches, helmet decals, and warmup apparel are CKHA-owned assets. Placement is subject to USA Hockey and Mid-American District uniform rules.

What These Benefits Mean

Sponsor spotlight. A written profile of your business — who you are and why you support youth hockey — published in our newsletter, posted on our website sponsor page, and shared to social media.

Event presenting rights. Your name attached to one CKHA signature event for the season, such as our season-opening club championship. Appears on the event page, registration emails, social posts, and rink announcements.

Category exclusivity. For the term of your sponsorship, CKHA will not accept sponsorship from a direct competitor in your business category. The category is defined narrowly and in writing at the time of agreement. Available on request at the Winner's Circle level, subject to Board approval. Any business already sponsoring CKHA in that category is honored through its current term, and we will tell you about it in writing before you sign.

Ceremonial puck drop. A representative from your business drops the ceremonial first puck at a home game of your choosing, with recognition and photos. Entirely optional — many sponsors prefer to skip it.

Declining an element you were offered does not reduce your sponsorship amount or entitle you to a substitute. Some elements, such as a framed jersey or a CKHA jacket, have real value; where you accept one, we will state that value in your acknowledgment, because it affects the deductible portion of your contribution.

Our inaugural girls program

This season CKHA launches the first girls hockey program in its history: a girls-only Learn to Play for ages 5 through 11, feeding a travel program at the 10U through 16U levels. Kentucky is not a hockey state, and girls hockey here has had to be built from nothing.

Sponsors at any level may ask to be recognized in connection with this program — on our website, in the newsletter, and at girls events. To keep things simple and transparent, CKHA does not restrict sponsorship funds to specific programs. All contributions support the association as a whole, which lets us direct resources where the need is greatest across every team.

Team Sponsorships

Level	Amount	What you receive
Team Sponsor	\$500	A clickable sponsor listing on the CKHA website sponsor page, identifying the team you support. Annual term, July 1 through June 30, renewable.

Team sponsorship is the one place a contribution is tied to a specific team. Team-designated sponsorships are capped at \$500 per sponsor per season. If you give more than \$500 and name a team, we record the first \$500 to that team and the balance as association revenue, and your recognition is set by the total — \$1,000 reaches Starting Gate, which adds your logo, newsletter recognition, and a social media feature post.

One thing we want to be clear about

A team sponsorship supports the team as a whole. It never becomes a registration credit, discount, or reimbursement for the player or family connected to the sponsoring business. CKHA is a single nonprofit with a single budget, and that rule is what protects it.

Rink Signage — Optional Add-On

Physical signage at our home rink is available as an add-on to any association sponsorship. Because the rink is privately owned, signage is arranged separately, priced independently of the levels above, and confirmed only once the facility approves it. It does not change your sponsorship level or package.

- 5' × 4' banner or 96" × 33" banner — pricing on request
- In-glass panel advertisement — pricing on request
- 10' × 12' in-ice logo — pricing on request

In-Kind Support

We welcome in-kind contributions as well as cash. Equipment, apparel, printing, facility services, professional services, and raffle or auction items all reduce our operating costs directly.

In-kind gifts are recognized at the association level matching the fair market value you state on the sponsorship agreement. CKHA uses your stated value to set your recognition level only — we do not appraise donated goods or services, and we do not state a value in your acknowledgment. Your own tax advisor is the right source on what you may deduct. Gifts of services and use of facilities are recognized but are not deductible charitable contributions.

How to Sponsor

Association sponsors complete the CKHA Sponsorship Agreement Form. Team sponsors complete the CKHA Team Sponsorship Commitment Form. Return the form with your contribution, and we will confirm your recognition before anything is placed.

Payment may be made by check payable to Central Kentucky Hockey Association, ACH, the CKHA online payment portal, PayPal Giving Fund, or the CKHA business Venmo account. We cannot accept sponsorship payments through a personal payment account belonging to a coach, manager, or family.

CKHA is a registered 501(c)(3) nonprofit. You will receive a written acknowledgment within 30 days of receipt, stating the amount, the date, and the value of any goods or services we provided in return. CKHA does not give tax advice — please consult your own tax advisor regarding deductibility or business-expense treatment.

Contact

Central Kentucky Hockey Association — Sponsorship
sponsorship@centralkentuckyhockey.com · centralkentuckyhockey.com

Sponsorship levels, recognition packages, and terms are governed by the CKHA Sponsorship Policy. Team-designated sponsorship is additionally governed by the CKHA Team Sponsorship & Donation Policy. Recognition is acknowledgment of a sponsor, not endorsement by CKHA.