



Sponsorship Tier Update Proposal

Summary

CUYHA will offer an updated tiered sponsorship package. There will be four tiers available with progressive perks and incentives to donate more money. Because premier incentives are difficult to provide in bulk, there will be limits on the number of sponsors at each tier. The main changes to the existing Donation Levels are the mounts and received perks.

Sponsorship Terms will run from July 1 to June 30 with payments due by July 31. This will give CUYHA enough time to receive payment and procure all sponsor-related materials prior to the beginning of the Fall sessions. Since CUYHA is a 501(c)(3) not-for-profit organization, all sponsors will be provided an invoice and receipt to be used for tax purposes. Sponsors must signal intent to continue sponsorship for the subsequent year by Apr 30 of each year to allow for replacements and/or preparations of invoices.

The CUYHA board will either appoint an “At Large” board position or append sponsorship duties to the existing Fundraising role. The PR role will assist in soliciting sponsors and will be responsible for social media and newsletter posts.

The CUYHA will promote the Sponsors link on the website to a “Main” menu item and link/list sponsors by tiers. All CUYHA newsletters will include 1-2 sentences soliciting donations/sponsorship leads.

Benefits for CUYHA

1. Less dependence on player fees to cover costs.
2. Community Involvement in CUYHA and local Youth Hockey
3. Minimal Expense to fulfill sponsorship perks and incentives.

Proposed Tiers

Gold	Silver	Bronze	Pewter
\$2,000	\$1,000	\$500	\$250
Limit: 2	Limit: 4	Limit: 10	Limit: N/A

Pewter:

- Sponsor Logo/Link on Website
- Logo/Name included in one CUYHA Newsletter Sponsor Roundup per session
- Logo/Name included in one CUYHA Social Media Sponsor Roundup per session

Bronze:

- All Pewter Items.
- Sponsor Logo/Link on Website
- Monochrome Logo Printed on all LTP/House Practice Jerseys
- Sponsor to receive Framed Sponsorship Certificate - Dated for Year of Sponsorship

Silver:

- All Bronze Items.
- Logo/Name included on select merchandise
- Logo/Name included on select apparel
- Increase CUYHA Newsletter to Monthly Mention
- Increase CUYHA Social Media to Monthly
- Sponsor to receive Framed Team Photo of Selected Team - Dated for Year of Sponsorship
- Sponsor permitted to use CUYHA logo on company website. (Subject to approval by CUYHA board.)

Gold:

- All Silver+Bronze Items.
- Increased Logo/Name Size on Website/Merch/Apparel over Silver
 - Premier Logo Placement
- CUYHA will organize a photo at the place of business with no less than 3 uniformed players.
 - Custom/Individualized Social Media Post/Newsletter.
 - Repeated for a total of 3 posts (1 per session).
- Framed Photo Provided to Sponsor - Dated for Year of Sponsorship

- Sponsor Permitted to use CUYHA logo on Social Media. (Subject to approval by CUYHA board.)

Fundraisers and/or Sponsor Items

Merchandise and Apparel Ideas:

- Can Koozies - CUYHA logo on one side, small sponsor logos on the other side
- T-Shirts/Sweatshirts/Hoodies/etc - CUYHA logo on one side, small sponsor logos on the back, GOLD on shoulders
- Cinch Bags - CUYHA logo on one side, small sponsor logos on the other side
- Duffle Bags - CUYHA logo on one side, small sponsor logos on the other side
- Reusable/Insulated Grocery Bags - CUYHA logo on one side, small sponsor logos on the other side