



UTAH
HOCKEY

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UNIVERSITY OF UTAH HOCKEY
SPONSORING & ADVERTISING PROPOSAL

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BACKGROUND

The University of Utah Skatin' Utes are a non-varsity hockey team, which competes in Division II of the American Collegiate Hockey Association (ACHA). The team was founded in 2006 and has grown quickly to compete effectively in both regional and national competition. The Skatin' Utes promote academics in conjunction with athletic leadership both on and off the ice. Student Athletes come from nine different states and provinces across North America with geographic diversity growing every year. The University of Utah Hockey Club participates in the Rocky Mountain District of the ACHA, which is composed of 21 teams, four competing here in Utah. The Skatin' Utes joined the Pac-8 conference in 2011.



OBJECTIVE

Our self-funded nonprofit organization is seeking sponsorship and advertisers every season. As a Skatin' Utes Partner, you can show your support of the Skatin' Utes during every home game, all season long! Sponsorship opportunities are designed to promote your business and connect you with more customers, all while supporting the fastest student athletes on campus.

BENEFITS

Year after year, the record of your Skatin' Utes dramatically improves, both on the ice and off. The toughest schedule yet by far didn't prevent the team from achieving their second 16th winning season in a row. Additionally, one of our own shared the ACHA league scoring record 89 points. Combine these on-ice accolades with recent Master and PhD degrees awarded to Utah Hockey alumni, and the Skatin' Utes have a proven track record of contributing to the academic success of student athletes. Becoming a sponsor only strengthens this success by contributing to the program's finances as much as the players themselves.



BRONZE SPONSOR & ADVERTISER

As a Bronze Sponsor, you can show your support of the Skatin' Utes all season long. Not only will you be supporting the team, but you will also have opportunities to see the Skatin' Utes live in action and have your advertising dollar reach Utah Hockey Fans during every home game!

For any donation to the Skatin' Utes that exceeds \$500, donors will receive the following benefits:

- Company logo and site link on all Skatin' Utes online presence including website, Facebook and Twitter

- Logo placement on the team sponsor banner, to appear at all Skatin' Utes home games
- Recognition as a team Sponsor on printed materials, including the team media guide, schedules, tickets, and team promotional flyers
- Annual Golf Tournament recognition, including advertisements on a single hole
- 5 transferable season tickets to Skatin' Utes home games
- Reserved VIP seating for your season tickets
- 50 additional general admission tickets to any Skatin' Utes home games, to use for employees or as promotional material

SILVER SPONSOR & ADVERTISER

As a Silver Sponsor to the University of Utah Hockey Club, your company or organization can secure exclusive game promotional access in front of Utah Hockey fans for one game, enjoy ample rink-side action, and reap the benefits of community involvement.

For any donation to the Skatin' Utes that exceeds \$1000, donors will receive the following benefits:

- Opportunity to place your logo throughout the rink on the night of your sponsored Skatin' Utes home game
- Game-night concourse access to promote your company
- Recognition as a Silver Sponsor on all game specific materials and opportunities for Skatin' Utes Facebook promotions
- Live featured game time reads by our announcer during sponsored game
- On-ice sponsor promotional activity during one intermission
- Annual Golf Tournament recognition, including advertisements on multiple holes
- 10 additional transferable season tickets to Skatin' Utes home games
- Reserved VIP seating for your season tickets
- 100 additional general admission tickets to any Skatin' Utes home games, to use for employees or as promotional material



GOLD SPONSOR & ADVERTISER

As a Gold Sponsor to the University of Utah Hockey Club, your company or organization can secure exclusive game promotional access in front of Utah Hockey fans for one game, enjoy ample rink-side action, and reap the benefits of community involvement.

For any donation to the Skatin' Utes that exceeds \$2000, donors will receive the following benefits:

- Exclusive logo placement on own banner, to appear at all Skatin' Utes home games and available away games
- Season-long concourse access to promote your company or organization
- Recognition as a Gold Sponsor on all team materials and exclusive opportunities for all online Skatin' Utes promotions
- Live game reads by announcer during entire season
- On-ice sponsor promotional activity during one intermission
- Featured Sponsor of Annual Golf Tournament including spots for 4 golfers of choice and course wide access for advertisement
- 20 additional transferable season tickets to Skatin' Utes home games
- Reserved VIP seating for your season tickets
- 200 additional general admission tickets to any Skatin' Utes home games, to use for employees or as promotional material

