

**GRAND VALLEY
AMATEUR
HOCKEY ASSOCIATION**



**2024-2025
SPONSORSHIP AND
ADVERTISING**



GRAND VALLEY AMATEUR HOCKEY ASSOCIATION

To Whom It May Concern:

In Georgetown Township, there is nothing more important than fostering our local sports teams.

Teams like Grand Valley Stars provide hockey players of all ages a safe place to get physically active and make connections with their peers. Grand Valley Amateur Hockey Association (GVAHA) offers hockey programs for all ages and abilities starting at Learn to Skate, all the way up through Bantam. We would not be able to keep serving our community of young hockey players without important sponsors like you. Continued backing from business like yours is critical to help our organization support all of these great hockey players!

Sponsorships and donations help us budget for many expenses throughout the year, including:

- Purchasing equipment and uniforms
- Ice rental and association operational costs
- Funding special events and tournaments for hockey participants of all ages and skill level
- Helping to keep sports affordable for families and providing opportunities to low income families
- Paying our local referees and officials – typically young students getting their first work opportunity

There are a few major benefits of purchasing a sponsorship or making a donation to our organization:

- Facility signage opportunities at Griff's Georgetown Ice Center
- Recognition in our monthly email newsletter
- Ad space in our annual hockey yearbooks
- Logo and website link recognition on our website <https://gvaha.org>
- Tax Deductions

GVAHA would be happy to feature your company as a sponsor indicated in the enclosed sponsorship packet options. This will help your organization gain exposure among GVAHA parents, other local hockey associations and schools who compete at Griff's Georgetown, various spectators partaking in events held at the facility, and in the broader Georgetown Township and surrounding areas.

If your company is excited by this proposal, please feel free to reach out to me at your earliest convenience. GVAHA would be happy to start a partnership at any level indicated in the enclosed sponsorship packet!

Sincerely,

GRAND VALLEY AMATEUR HOCKEY ASSOCIATION

Brandon Gorby
Sponsorship Director - GVAHA
810-397-8842 (Cell – call or text any time!)
sponsorships@gvaha.org

Attachments: Sponsorship Packet



Grand Valley Amateur Hockey Association

The Grand Valley Amateur Hockey Association is currently seeking sponsors for the upcoming hockey season. Your generous contribution will help offset team costs such as tournament fees, ice-rental and help minimize our player association fees. GVAHA is a nonprofit organization and a portion of your contribution may be tax deductible.

OUR LOVE OF HOCKEY

A sport where teammates are more than teammates. Friends are more than friends. The game is more than a game. Brothers. Sisters. A Community. A road tournament into a family getaway. It gives us the opportunity to turn a frozen sheet of ice into memories. It's a tradition. It's a pastime. It is our love of Hockey!

OUR PURPOSE

- To develop and encourage sportsmanship between all players for the betterment of physical and social well-being
- To encourage and improve the quality of ice hockey in West Michigan
- To provide both instructional and competitive ice hockey opportunities to its members
- To help defray the expense associated with ice hockey and team events through fundraising

OUR HOME ICE

Griff's Georgetown (fka Georgetown Ice Center) was built by Georgetown Township in 2004 and is owned by DP Fox Holdings LLC. It features two NHL size sheets of ice and is home to the GVAHA Stars, three area high school teams, and three GVSU Club Teams. Griff's Georgetown sees over 250,000 patrons, players, parents and voters who visit annually. Visit www.griffsgeorgetown.com





Sponsorship Opportunities

STANLEY CUP \$1800

- Two Prime Dasher Boards at Griff's Georgetown
- Ice level dasher boards are the most visible and impactful signage opportunity at Griff's Georgetown
- Dasher boards are 30' x 96' and are up for one full year
- You receive one dasher board on the East rink and one in the same location on the West rink
- Company name or logo displayed on a GVAHA Season Sponsorship Banner displayed at Griff's Georgetown
- Company name or logo displayed on the GVAHA website and Facebook page with a link to your company website
- Full-Page Ad in the GVAHA Yearbook (Full Page Ad 7.5" x 10")



CALDER CUP \$1800

- 10' x 10' Wall Banner
- Wall banners are the largest advertising space opportunity at Griff's Georgetown
- You receive one 10' x 10' banner on the rink of your choosing
- Company name or logo displayed on a GVAHA Season Sponsorship Banner displayed at Griff's Georgetown
- Company name or logo displayed on the GVAHA website and Facebook page with a link to your company website
- Full Page Ad in the GVAHA Yearbook (Full Page Ad 7.5" x 10")
 - 1 Banner \$1800, 2 Banners \$3000
 - Have an acquaintance, friend or business partner that wants to split the banner advertisement? Let us know and we will accomodate.





Sponsorship Opportunities

PENALTY KILL \$750

- Full-Page Ad placed in the Johnny Reader display within both Men's and Women's restroom
- Company name or logo displayed on a GVAHA Season Sponsorship Banner displayed at Griff's Georgetown
- Company name or logo displayed on the GVAHA website and Facebook page with a link to your company website
- Full-Page Ad in the GVAHA Yearbook (Full Page Ad 7.5" x 10")

CENTER ICE \$500

- Company name or logo displayed on a GVAHA Season Sponsorship Banner displayed at Griff's Georgetown
- Company name or logo displayed on the GVAHA website and Facebook page with a link to your company website
- Full-Page Ad in the GVAHA Yearbook (Full Page Ad 7.5" x 10")

HAT TRICK \$350

- Company name or logo displayed on a GVAHA Season Sponsorship Banner displayed at Griff's Georgetown
- Company name or logo displayed on the GVAHA website and Facebook page with a link to your company website.
- Half-Page Ad in the GVAHA Yearbook (Half Page Ad 7.5" x 5")

POWER PLAY \$250

- Company name or logo displayed on a GVAHA Season Sponsorship Banner displayed at Griff's Georgetown
- Company name or logo displayed on the GVAHA website and Facebook page with a link to your company website
- Quarter Page Ad in the GVAHA Yearbook (Quarter Page Ad 3.75" x 5")

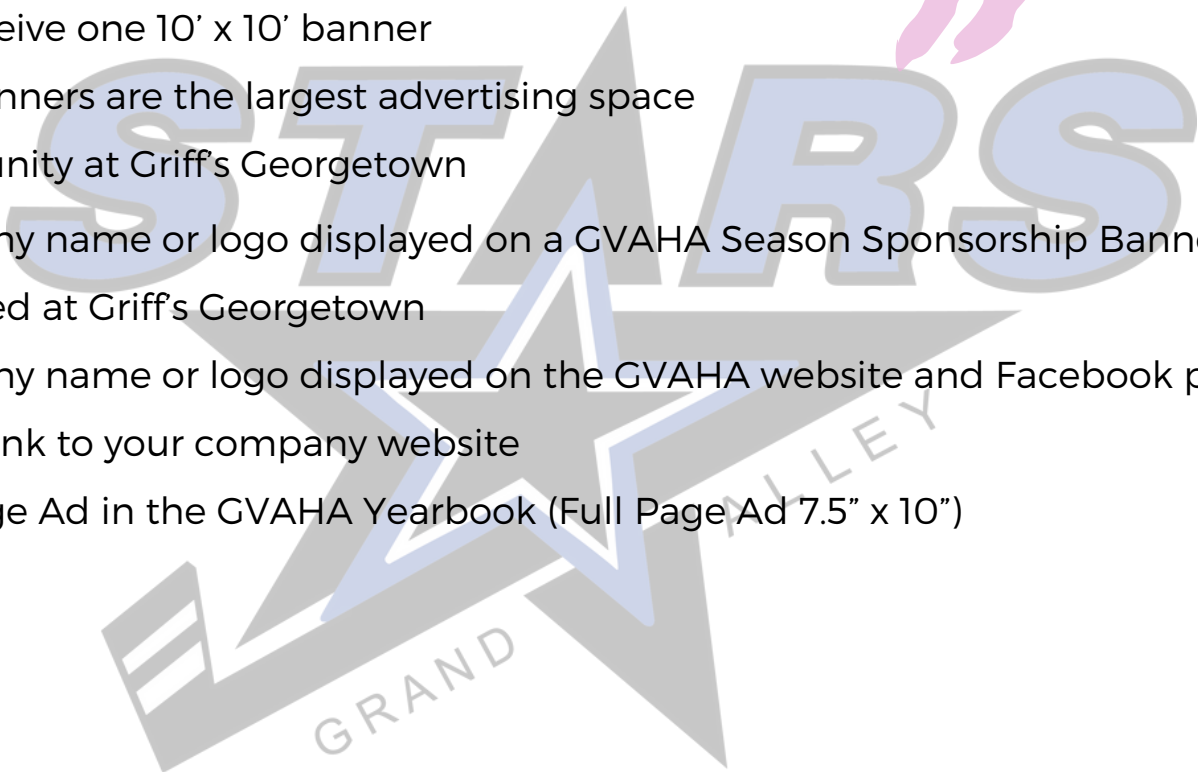


Sponsorship Opportunities

Hockey Fights Cancer

PURPLE STARS \$4000

- Company logo displayed on (1) teams HFC jerseys
- Donation made to cancer charity in West Michigan selected by GVAHA board of directors on a yearly basis.
- You receive one 10' x 10' banner
- Wall banners are the largest advertising space opportunity at Griff's Georgetown
- Company name or logo displayed on a GVAHA Season Sponsorship Banner displayed at Griff's Georgetown
- Company name or logo displayed on the GVAHA website and Facebook page with a link to your company website
- Full-Page Ad in the GVAHA Yearbook (Full Page Ad 7.5" x 10")





SPONSORSHIP FORM

2024-2025 SEASON

Business Name: _____

Business Address: _____

Business Website: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

SPONSORSHIP PACKAGE SELECTION:

- ☐ Stanley Cup \$1800
- ☐ Calder Cup \$1800 (1 banner)
- ☐ Calder Cup \$3000 (2 banners)
- ☐ Penalty Kill \$750
- ☐ Center Ice \$500
- ☐ Hat Trick \$350
- ☐ Power Play \$250
- ☐ Hockey Fights Cancer Purple Star \$4000

SPONSORSHIP & ADVERTISING

DEADLINE

September 2024

Please submit company logo
and advertisement artwork via
email to

sponsorships@gvaha.org

Sponsor Association or Team: _____

PAYMENT OPTIONS:

- ☐ Online Payment
- ☐ Check payable to GVAHA;

Mailed to GVAHA Sponsorships, 8500 48th Ave, Hudsonville, MI 49426

FULL PAGE ADD SIZE



Adds may include but not limited to:

- Company Logo
- Website
- QR Code
- Shout out to team or individual player(s)
- Coupon or discount code

STARS

HALF PAGE ADD SIZE



STARS

QUARTER PAGE ADD SIZE



Adds may include but not limited to:

- Company Logo
- Website
- QR Code
- Shout out to team or individual player(s)
- Coupon or discount code