



Hyland Hills Jr. Hockey Association
10710 Westminster Blvd.
Westminster, CO 80020
720-240-4691

Hyland Hills Advertisement and Sponsorship Program

About Hyland Hills

Hyland Hills Hockey Association was founded in 1973; and is now one of the largest hockey associations in the North Metro Area. Hyland Hills plays out of the Ice Centre at the Promenade which is the premier ice hockey, and only three sheet, facility in the State of Colorado.

Hyland Hills 550 plus member youth hockey teams include the following programs: 8 & Under development program, competitive travel teams that participate in the CCYHL, recreation teams that participate in the DNHL, Rocky Mountain Lynx Girls Hockey Program, and a AAA program through our affiliate the Rocky Mountain RoughRiders.

Advertising and Sponsor Opportunities

The Advertising and Sponsor Program benefits everyone involved, by helping defray hockey costs for HHA members, while providing an opportunity for businesses to promote their business. Hyland Hills has several advertising opportunities that are affordable to any business. We offer advertising space in the Hyland Hills Newsletter, on the Hyland Hills Website (www.hhha.org), Tournament Program Advertising, Practice Jersey Advertising, E-Mail Blasts and other internal marketing opportunities.

Hyland Hills Hockey News:

Advertising opportunities can be made available through advertising space in the Hyland Hockey News, the official newsletter of Hyland Hills Hockey Association that is published monthly and varies in length from 9-15 pages. Our newsletter is placed in our facility and is available on our website. It is read not only by our 570+ member families, but is read by visitors from other hockey clubs (11 in the state = 5000+ families) as well as other user groups at the facility that includes a 106 team Adult Hockey League, public skating attendees and the Figure Skating Club.

Newsletter Advertising Opportunities:

1 Month Business Card Size Ad	\$50
6 Month Business Card Size Ad	\$200
12 Months Business Card Size Ad	\$350
1 Month Quarter Page Size Ad	\$75
6 Months Quarter Page Size Ad	\$300
12 Months Quarter Page Size Ad	\$525
1 Month ½ Page Size Ad	\$100
6 Months ½ Page Size Ad	\$400
12 Months ½ Page Size Ad	\$700
Full Size Ad in 1 newsletter edition	\$ 150

Full Size Ad in 6 months newsletter editions	\$600
Full Size Ad in 12 months newsletter editions	\$1,000

(The deadline for inclusion in the Hyland Hills Hockey News is the 25th of each month)

Hyland Hills Web Site:

The Hyland Hills Web Site (www.hhha.org) is the main communication and information resource for the association and its members. It is where all members go to view Hyland Hills news, ice schedules and important announcements. Members will often check the website on a daily basis.

The Hyland Hills website has been designed to offer three distinct advertising and marketing opportunities for your company.

Gold: \$ 1,000.00

- Top location in the advertising section of the website and your company's logo will be displayed every time a Hyland Hills webpage is viewed. This advertising opportunity is exclusive and limited to one company.

Silver: \$ 750.00

- Middle location in the advertising section of the website and your company's logo will be displayed ever other time a Hyland Hills webpage is viewed. This advertising opportunity is limited to two companies.

Bronze: \$ 350.00

- Bottom location in the advertising section of the website and your company's logo will be displayed on a rotating basis and is based upon the number of advertisers selecting to be Bronze sponsors.

Practice Jersey Logos: \$ 350.00 Jersey Only

Hyland Hills offers a variety of player skill development camps throughout the year and are attended by players from the North Metro Area. At these camps Hyland Hills utilizes practice jerseys, print material and several other marketing tools to successful market these programs. These practice jerseys are a prime "piece of real estate" for your company to advertise and display your company logo.

Tournament Programs:

Hyland Hills operates several tournaments throughout the hockey season and includes the following: Silver Stick Qualifying Tournament in October, Silver Stick Regional - Hyland Cup over Thanksgiving, Junior Jag Jam in December, Jag Jam in February and Spring Fling in March. In total approximately 200 teams participate in these tournaments or in excess of 3,400 participants. Many of these are traveling to our facility and spend the majority of their time in close proximity to the Ice Centre. This is an excellent opportunity to capture this captive audience by advertising in our tournament programs.

Tournament Program Advertising Packages:

- Full Page Ad in all Tournament Programs of Hyland Hills Tournaments \$1,000.00
- ½ Page Ad in all Tournament Programs of Hyland Hills Tournaments \$700.00
- ¼ Page Ad in all Tournament Programs of Hyland Hills Tournaments \$525.00
- Business Card Size Ad in all Tournament Programs of Hyland Hills Tournaments \$350.00

Advertising and Sponsorship Packages:

Premier Jaguar Partner \$ 2,500.00

Advertising partners selecting the Premier Jaguar Package will receive the following:

- ½ Page Advertisement in 12 issues of the Hyland Hockey News Newsletter.
- Gold Advertising Package on the Hyland Hills Website.
- Full Page Advertisement in Tournament Programs for all Hyland Hills Sanctioned Tournaments.
- Company Logo prominently displayed on all camp and clinic practice jerseys.
- Advertisement in E-mail Blasts and e-mail communications to HHA members.

Elite Jaguar Partner \$ 1,500.00

Advertising Partners selecting the Elite Jaguar Package will receive the following:

- ¼ Page Advertisement in 12 issues of the Hyland Hockey News Newsletter.
- Silver Advertising Package on the Hyland Hills Website.
- ¼ Page Advertisement in Tournament Programs for all Hyland Hills Sanctioned Tournaments.
- Company Logo prominently displayed on all camp and clinic practice jerseys.

Gold Jaguar Partner \$ 1,000.00

Advertising Partners selecting the Gold Jaguar Package will receive the following:

- Business Card Size Advertisement in 12 issues of the Hyland Hockey News Newsletter.
- Bronze Advertising Package on the Hyland Hills Website.
- Business Card Size Advertisement in Tournament Programs for all Hyland Hills Sanctioned Tournaments.
- Company Logo prominently displayed on all camp and clinic practice jerseys. All advertising packages will be contracted for a 12 month period.

Please mail all advertising opportunity reply forms to:

Hyland Hills Jr. Hockey Association
10710 Westminster Blvd., Westminster, Colorado 80020
720-240-4691 main line
720-249-3009 fax line

For additional information on other available advertising packages that can best meet your needs contact Hyland Hills Board of Directors at officeadmin@hhha.org