



Dear Potential Sponsor:

The Ice Dogs Hockey Association (IDHA) is a local youth hockey organization which focuses on the development of the participating children, teaching values through teamwork, consistent practice, healthy competition, a desire to succeed, as well as the ability to cope with life obstacles such as defeat.

The children participate in the Northern Illinois Hockey League – the premier Tier II league in Illinois, which provides a more challenging level of youth hockey and offers players the opportunity to compete regionally against the very best in their age groups.

Unfortunately our park district does not support this wonderful program, and the youth sport of hockey can be prohibitively expensive for kids who have the talent, but not the financial needs.

In order to help close the financial gap, the Ice Dogs will be publishing a 2009 – 2010 Ad Book. This Ad book is a wonderful opportunity to help support a great youth program, while providing our sponsors with an opportunity for a positive financial return resulting from their support. Some facts to back up that statement include:

1. The IDHA will field 11 youth teams this year (each team has approx. 15 players, which equals 165 participating families). Note this organization was started just 3 years ago and has been growing rapidly.
2. The House League contains 300 plus participating youth players.
3. When including all ice skating participants, Glacier Ice Arena is the home to over 2,000 families.
4. The Ad Books will be displayed and available in the Glacier Ice Arena Lobby, which has annual pedestrian traffic of over 500,000. The IDHA hosts up to six tournaments annually, which attracts multiple out of town teams at each event, who are looking for things to do and places to eat. We will be directing them to the establishments of our sponsors.

Pricing:

Full Page Ad - \$200

Back Cover - \$1,000

Inside Front and Back Cover - \$750

Thank you for your consideration. If you have any further questions contact me at (847) 636-0557.

Marc Heller
Ad Book Committee Chair

Focused on Player Development ... Why... Because it WORKS!