



Hosted by:

*ICE Inc., Southwest Youth Hockey, Ice Spirit Girls Hockey, Verona HS Hockey, & Dane County Learn to Skate*

The 1<sup>st</sup> annual "Nest Fest" at the Eagles Nest Ice Arena will take place August 20<sup>th</sup> & 21<sup>st</sup> 2010. The event is hosted by the Ice Inc. (the volunteer group that oversees ice arena operations), Southwest Eagles Youth hockey, Verona Wildcats High School Hockey, Ice Spirit Girls Hockey, & the Dane County Learn to Skate Program. These major user groups have called the Eagles Nest their home for many years.

The facility is celebrating its 16<sup>th</sup> year of operation. It is considered one of the nicest ice arenas in the state. The arena features an Olympic sized ice sheet, spacious locker rooms, concession stand, & pro-shop. A heated mezzanine viewing area was added in the summer of 1999, and a high school locker room area was added in 2001. In recent years, the arena has had several major mechanical issues transpire. Without getting into details, the cost of replacing the Chiller, Dehumidification System, Zamboni and repairing the Cooling Tower have put the operating budget of the Facility in jeopardy. The Rink is in need of financial support, from the Clubs and community, to help recover from these overwhelming expenses.

Nest Fest will be full of activities that should entertain all ages. The festivities are kicked off on Friday with Golf Outing at the Legend at Bergamont in Oregon. After golf, all friends of the rink are invited to the Eagles Nest for a celebration Friday night. Live Music, beer tent, food, game area, and silent auction will take part and continue thru Saturday. A men's softball tournament and a youth 3v3 hockey tournament will take place on Saturday as well. These great events are sure draw to hundreds of families to the Verona area and the Eagles Nest during the weekend.

We are very proud of the facility that we call home. Like any nonprofit group, the Eagles Nest operates on a very tight budget. We are currently seeking sponsorships to help fund the weekend's festivities and the much needed upgrades to the Eagle's Nest. All donations are tax-deductible contributions. There are multiple levels of financial and non-financial support options ensuring that any size business or family can be a part of this historic weekend. Please view the attached brochure for all sponsorship information, as this would be an excellent opportunity for you to participate in helping hundreds of kids to skate at our "hometown" ice rink facility.

Thank you for your time; hope to see you at Nest Fest!

**Mike Moore**  
President  
Ice Inc.

**Mark Jones**  
President  
Southwest  
Eagles

**Scott Opsal**  
President  
Ice Spirit Girls  
Hockey

**Joel Marshall**  
Head Coach  
Verona HS Hockey

**Dena Hineline**  
Director  
Dane County  
Learn to Skate



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### **Sponsorship Levels:**

#### **1. Title Sponsor - \$3000**

- Company name incorporated with event logo, event logo placed on all event publicity.
- 4'x8' Banner in rink for 2 years. (\$1500 value)
- Logo/Name on Golf Outing Hole Sponsorship Sign (also displayed at rink festival)
- On-site marketing: Table for your company on Friday & Saturday of the Event
- Logo on Sponsorship Banner (hang in rink for entire year)
- Company Name on Printed Materials
- Inclusion in all social media promotion outlets: TV, Radio, Print, Viral Marketing

#### **Platinum Sponsor - \$1500**

- 4'x8' Banner in rink for one year. (\$750 value)
- Logo/Name on Golf Outing Hole Sponsorship Sign (also displayed at rink festival)
- On-site marketing: Table for your company on Friday & Saturday of the Event
- Logo on Sponsorship Banner (hang in rink for entire year)
- Name on Printed Materials
- Inclusion in all social media promotion outlets: TV, Radio, Print, Viral Marketing

#### **Gold Sponsor - \$500**

- Game Zone/Softball Field Sponsor/Golf Outing Lunches/Hockey Tournament (1 sponsor each)
- Logo/Name on Golf Outing Hole Sponsorship Sign (also displayed at rink festival)
- Name on Sponsorship Banner (hang in rink for entire year)
- Name on Printed Materials
- Inclusion in all social media promotion outlets: TV, Radio, Print, Viral Marketing

#### **Silver Sponsor - \$250**

- Logo/Name on Golf Outing Hole Sponsorship Sign (also displayed at rink festival)
- Name on Sponsorship Banner (hang in rink for entire year)
- Name on Printed Materials
- Inclusion in all social media promotion outlets: TV, Radio, Print, Viral Marketing

#### **Bronze Sponsor - \$100**

- Name on Sponsorship Banner (hang in rink for entire year)
- Name on Printed Materials
- Inclusion in all social media promotion outlets: TV, Radio, Print, Viral Marketing

#### **2. In-Kind Contributions** – Product Sponsorship levels for in-kind contributions are calculated at ½ of the estimated value of goods, gift certificates and/or services. *For example:* if you donate \$500 worth of product for the event or auction than you will be considered a Silver Sponsor. No minimum dollar amount is required to donate, smaller items like gift certificates are greatly appreciated and will be used for auction and raffle items.

Thank you again for taking the time to view the multiple options for sponsorship support. All donations are tax deductible; Eagles Nest Ice Arena is a 501c3 non-profit organization.

Please be advised that we will be closing major sponsorship availability August 9<sup>th</sup> giving us adequate time to include your company logo/information on print materials.

For More information contact, [nestfest@southwesteagles.com](mailto:nestfest@southwesteagles.com)



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**SPONSOR APPLICATION**

**Sponsorship Type (check one):**

**Company**

**Individual**

Contact Name:	
Company Name:	
Name to Appear on Sponsorship:	
Address:	
City, State, Zip:	
Phone:	Fax:
Contact Email:	

**Sponsorship Level (check one):**

**Title**

**Platinum**

**Gold**

**Silver**

**Bronze**

**In Kind Contribution?**

**Yes**

**No**

If yes, describe:
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Check Number:	Amount:	Date:
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**\*Please make check payable to "Ice Inc. Nest Fest" and attach payment to this form.**

Please fill out this form completely and submit it, along with your check and an electronic copy of your logo (if desired) to your Nest Fest fundraising representative. Thank you for your interest and support. We will encourage our community to support you as well.

**Your Nest Fest Fundraising Representative is:**

Name:	Phone:
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For more information contact [nestfest@southwesteagles.com](mailto:nestfest@southwesteagles.com)