



Loyola Academy Hockey Players and Families -

Welcome to another great hockey season at Loyola Academy! Whether you are a new player/family or returning – congratulations on making the Team. We are very glad to have you and look forward to your participation in carrying on the extraordinary legacy and tradition of Loyola Hockey.

In an effort to enrich the experience and make hockey and this Club accessible to as many players as possible – we ask for your help in our mission. Once a year, we raise funds for the Hockey Program through Ad Sales which are incorporated in our Annual Thanksgiving Tournament Program Book. This is the most significant fund raiser of the year - critical not only in reducing the overall cost of each player, but also in reducing each player's cost individually through participating in this effort. 100% of these funds are used to help reduce the costs associated with ice time and travel expenses and 50% of the fees raised through the sale of advertising are rebated back to each player that generates the Ad Sale. The details are as follows:

1. Advertisements within the Thanksgiving Tournament Program are: \$200 (quarter page), \$375 (half page) and \$500 (full page). These advertisements generally are focused in two areas:

- Local Business Advertisements – Players are encouraged to reach out to local merchants and ask for their support through the purchase of Ad space. Players get a 50% rebate on sales.
- Family Recognitions. This is a Loyola Tradition where families take out an Ad in recognition of their players and congratulate their past and future successes. It has always been a great way to embarrass your player by including tot shots of those early times on ice.

2. Website. These advertisements are generally focused on business advertisements and remain on the Loyola Academy website for the entire hockey season.

The advertising season is short – so your focus and effort is critical to our success. All artwork and related details need to be received no later than **November 7th**. Any questions or inquiries can be made to either of us. We are happy to help. The necessary forms can be either pulled off the website or contact one of us and we will send it.

Thank you again for your support and participation in this critical effort.
Go Ramblers!

Warmly,

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