



## Sponsorship Request Proposal

### **Coachella Valley Youth Hockey Foundation:**

Coachella Valley Youth Hockey Foundation (CVYHF) is a non-profit organization founded by a group of local hockey moms. We know what hockey has done for our children, helping them grow and develop, not only as athletes, but as people. Our goal is to help more families have the experience that we have by providing financial support. We collect zero administrative fees so that all our fundraising can assist families. Our entire operating budget this year was paid for by the Board Members' donations, meaning all of the money we will collect this year can benefit the families. Coachella Valley Youth Hockey Foundation is a 501(c)(3) organization as determined by the United States Internal Revenue Service.

### **Hockey in the Desert:**

The Coachella Valley in Southern California contains the resort cities of Palm Springs and Palm Desert, as well as Rancho Mirage, Indio, La Quinta, Indian Wells, Coachella, Desert Hot Springs and Cathedral City. The population is highly seasonal with a major influx of "snowbird" part-time residents in the winter. During peak season, population reaches more than 500,000. The area sees approximately 3.5 million annual visitors.

The youth ice hockey programs consist of three ways to play: a learn-to-play program, a club program for ages 5-14, and a high school program. Though the population of the sport is increasing annually, it is still a small program, with team rosters usually between 9-15 players. There is one ice rink facility in the area with one sheet of ice, which is shared with public skate and figure skating programs, as well as occasional events such as parties and curling tournaments.

While the programs are growing, costs are a significant obstacle for many families. A conservative estimate of costs to play on a travel team are upwards of \$5,000 a year including dues, equipment, tournament fees and travel costs. The intent of CVYHF is to fundraise in order to minimize this obstacle, allowing families who currently play to continue and reducing this barrier to entry for new hockey families. CVYHF will be hosting fundraising events and seeking donations to cover a variety of costs associated with local youth hockey.

## MISSION STATEMENT



**Coachella Valley Youth Hockey Foundation is a non-profit organization wholly dedicated to providing financial support to the youth hockey players and their families in the Coachella Valley in order to allow greater access to the sport of hockey and expanded opportunities for player growth and development.**

### **Sponsorship Request:**

#### Stanley Cup Level - \$6,000

This level of sponsorship is about enough to cover all of the tournament fees for an entire team for one season or three teams for one tournament! With this amount, a whole team's families could avoid the additional mid-season tournament expenses, allowing them to focus on practice, travel to the tournament, and cheering on their team! In appreciation of your support, CVYHF will provide:

- Prominent recognition at all events hosted by CVYHF throughout the year
- Table/Admission to all events hosted by CVYHF throughout the year
- Player appearances/activities at your events (example: a street shootout against one of our goalies at a company picnic)
- Players will be available for photos for your own marketing needs (example: a hockey player with blacked out teeth for a dental office ad)
- Prominent recognition on our webpage
- Recognition on our social media page, with a minimum of 5,000 impressions
- Special "thank you" article in one email newsletter describing your business
- Your logo on all email newsletters for one year
- Recognition on all event materials for one year

#### World Cup Level - \$2,000

At the World Cup Level, a sponsorship would be about enough to cover either a tournament for one team or a scholarship for one year of player fees! In appreciation of your support, CVYHF will provide:

- Players will be available for photos for your own marketing needs (example: a hockey player with blacked out teeth for a dental office ad)
- Prominent recognition on our webpage
- Recognition on our social media page, with a minimum of 1,000 impressions
- Recognition at all events hosted by CVYHF throughout the year
- Your logo on all email newsletters for one year

#### Hat Trick Level - \$1,000

At this level, a sponsor would be providing about enough money to offer about half of a player scholarship or half a team participation in a tournament event! In appreciation of your support, CVYHF will provide:

- Recognition on our webpage
- Recognition on our social media page, with a minimum of 500 impressions
- Recognition at all events hosted by CVYHF throughout the year
- Your logo on all email newsletters for one year

#### Goal Level - \$500

Goal level sponsorship is about enough to cover one players' tournament fees or enough equipment for two players for one year! This could allow a family to participate in hockey when they otherwise couldn't. In appreciation of your support, CVYHF will provide:

- Recognition on our webpage
- Recognition on our social media page, with a minimum of 250 impressions

- Your logo on all email newsletters for one year

#### Assist Level - \$250

At this level, a sponsor would be providing about enough to cover the costs of equipment for one player! In appreciation of your support, CVYHF will provide:

- Recognition on our webpage
- Recognition on our social media page

#### In-Kind Sponsorships

CVYHF will gratefully accept any in-kind sponsorships including gift cards, merchandise, or other goods and services. In-kind Sponsorships will be recognized based on the value according the lists above.

CVYHF graciously requests your support and would be glad to discuss these, or any other, sponsorship options.

#### **Submitted by:**

Katie Evans, CVYHF President on behalf of the Board of Directors

#### **Contact and additional information:**

Katie Evans

(760) 625-8925

[president@cvyhf.org](mailto:president@cvyhf.org)

[cvyhf.org](http://cvyhf.org)

[facebook.com/cvyhf](https://facebook.com/cvyhf)