

2018-19 AHAI SPONSORSHIP & ADVERTISING PROGRAM



The Amateur Hockey Association Illinois, Inc. offers several marketing and advertising opportunities on the following communication vehicles within AHAI. They include the AHAI website (www.ahai.org), AHAI's e-news website (www.ahaienews.com), our bi-monthly e-newsletter, SNAPSHOT, as well as AHAI's social media sites, Facebook, Twitter and Instagram. Additionally, AHAI offers print advertising in the AHAI Annual Guidebook and State Tournament Programs. If you do not see a sponsorship or advertising package that meets your needs, please contact AHAI Communication Manager, Gretchen Cockey at 630.414.1107 to discuss creating a custom marketing package for your business.

| | Direct Marketing Email Blasts | Logo on Websites | Logo in SNAPSHOT | Social Media Calendar | Print Ads |
|----------------------------------|----------------------------------|---------------------|---------------------|--------------------------|-------------------------|
| Stanley Cup \$3500 | X (4) | X | X | X | X (Full Page) |
| Power Play \$2000 | X (3) | | X | X | X (1/2 Page) |
| Hat Trick \$1500 | X (2) | | X | X | X (1/2 Page) |
| Goal Line \$1000 | X (2) | | X | | X (1/4 page) |
| Blue Line \$500 | X (1) | | | | |
| Print Ads \$250-\$500 | | | | | X ¼ Page – Full Page |

STANLEY CUP PACKAGE ~ COST: \$3500

You will receive 4 custom direct marketing email blasts that reach over 26,000 unique email addresses. Your logo will be positioned on the sidebar of both the AHAI and AHAI E-News websites. Your business' logo will be placed in the "Thank You, Sponsors" section of our bi-monthly newsletter, SNAPSHOT and hyperlinked to your website. Your business will also receive a full-page ad in our State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions and the High School State Championship at the United Center - ad due Jan. 31) and the AHAI Annual Guidebook (ad due Aug. 1). Your business also has the option to provide a social media calendar for AHAI's Facebook, Twitter and Instagram accounts (2 posts per month).



POWER PLAY PACKAGE ~ COST: \$2000

You will receive 3 custom direct marketing email blasts that reach over 26,000 unique email addresses. Your business' logo will be placed in the "AHAI Hockey Partners" section of our bi-monthly newsletter, SNAPSHOT and hyperlinked to your website. Your business will also receive a half-page ad in our State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions and the High School State Championship at the United Center - ad due Jan. 31) and the AHAI Annual Guide Book (ad due Aug. 1). Your business also has the option to provide a social media calendar for AHAI's Facebook, Twitter and Instagram accounts (2 posts per month).

HAT TRICK PACKAGE ~ COST: \$1500

You will receive 2 custom direct marketing email blasts that reach over 26,000 unique email addresses. Your business' logo will be placed in the "Thank You, Sponsors" section of our bi-monthly newsletter, SNAPSHOT and hyperlinked to your website. Your business will also receive a half-page ad in our State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions and the High School State Championship at the United Center - ad due Jan. 31). Your business also has the option to provide a social media calendar for AHAI's Facebook, Twitter and Instagram accounts (2 posts per month).

GOAL LINE PACKAGE ~ COST: \$1000

You will receive 2 custom direct marketing email blasts that reach over 26,000 unique email addresses. Your direct marketing email will be shared on AHAI's Facebook, Twitter and Instagram pages. Your business' logo will be placed in the "Thank You, Sponsors" section of our bi-monthly newsletter, SNAPSHOT and hyperlinked to your website. Your business will also receive a quarter-page ad in our State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions and the High School State Championship at the United Center - ad due Jan. 31).

BLUE LINE PACKAGE ~ COST: \$500

You will receive 1 custom direct marketing email blast that reaches over 26,000 unique email addresses. Your direct marketing email will be shared on AHAI's Facebook, Twitter and Instagram pages.

*****Want to target a specific audience? AHAI can create custom distribution lists by gender, playing level, birth year and zip code. *****



AHAI ANNUAL GUIDE BOOK & STATE TOURNAMENT PROGRAMS

Print advertising is available in the AHAI Annual Guide and State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions, and High School State Championship at the United Center). All ads should be submitted in .jpg or .gif format at a resolution of 72dpi. Space is limited to non-competing advertisers, ensuring prime placement of ads. All ads shall be labeled as such. Specific ad specifications and deadlines will be provided at time of sale.

PRINT ADVERTISING PRICING GUIDE

| | Full Page | Half Page | Quarter Page |
|--|------------------|------------------|---------------------|
| AHAI Annual Guide Book | \$500 | \$350 | \$250 |
| State Tournament Programs | \$500 | \$350 | \$250 |
| Both Guide Book & State Program | \$900 | \$650 | \$450 |

ADVERTISING POLICIES

AHAI reserves the right to refuse material it deems inappropriate and to limit the number of advertisements and/or sponsorships accepted. Payment for all advertising packages is due at the time materials are submitted.

PRODUCTION SCHEDULE

AHAI's e-newsletter, SNAPSHOT, is published bi-monthly. The State Tournament Guidebook ads are due by January 31, 2019. AHAI Annual Guidebook ads are due by August 1, 2018.

*****Don't see a package that fits your exact needs? Contact AHAI Communication Manager, Gretchen Cockey, at 630.414.1107 to discuss a Custom Advertising or Sponsorship Package.*****

Amateur Hockey Association Illinois, Inc.
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www.ahai.org | www.ahaienews.com