

2011-2012 BEAVERCREEK VARSITY ICE HOCKEY

Sponsor Support Packet – Parent Information Page

Membership dues for the Beavercreek Ice Hockey Club for the **2011-2012** season will be \$1,500.00. This is the amount you have to generate for the club. You can either pay this money out of your own pocket, or take advantage of this fundraiser packet by soliciting sponsor support for our two programs – the Frozen Creek Tournament program and the Regular Season Program.

THIS IS YOUR OPPORTUNITY TO RAISE THE MONEY FOR YOUR DUES WITH JUST A LITTLE BIT OF EFFORT OVER THE FALL, SO THAT YOU DO NOT HAVE TO PAY THEM OUT OF YOUR OWN POCKET. TAKE ADVANTAGE OF IT!!!! All you have to do is turn in the paperwork and the money from your supporters, and you are all done!

The first \$1,500 collected from your sponsors will be split with the club. 60% (\$900) will be applied toward player fees and 40% (\$600) will be deposited into the club's general fund. This assures that the cost of the program production will be covered, providing enough sponsor support is collected. Additional funds collected will help the club with travel, team expenses or building a reserve fund to insure future program needs.

Any support collected over \$1,500 will be applied directly and totally to the player's dues after the money is secured in the club's bank account. To cover club dues completely, a player must collect \$2,100 worth of support. If a player collects more than \$2,100 worth of support, the excess can be credited to the following year, applying the same percentages. In the case of a player not returning the following year, the balance goes to the general fund or may be applied toward the fees of a sibling.

Try selling the \$30 sponsorships, as they are easiest to sell. Ask your family and friends, your local hangout, or your place of employment. Most everyone can afford \$30. Twenty sponsors at \$30 is \$600 applied to your dues. For those of you with bigger goals, the other levels of support will sell better to businesses, especially if you know someone there or have a relationship with an owner.

Those who purchase a full-page ad (\$175), receive two free season tickets to Beavercreek home games – **a value of \$100**. You may want to buy an ad acknowledging your son/daughter and take advantage of getting 60% of the ad price applied toward your dues (and free season tickets for a full-page).

PAPERWORK

Attached are Sponsor Support Forms used to collect information from the supporter, and also provide a receipt for their records. The \$50 and up sponsors should give you an ad slick (B&W or color copy of their company ad or business card that is easily reproduced). Once you have received the supporter check or money order **payable to: Beavercreek Ice Hockey Boosters Club**, detach the bottom portion and give them the upper portion for their records. Mail the **detached bottom portion**, the **ad hard copy (or digital file)**, the **money** and **Sponsor Support List** to: John Pugnale (see address below)

The Sponsor Support List should be filled out completely and accurately. (Make sure your name is included.) This list will act as a cover sheet for all the sponsor support you collect. Each page has space for five sponsors. Use as many pages as you need.

As the time frame is very short to complete these two programs, it is important that you do not hold on to your ads for any length of time. Please turn them in ASAP. You may either mail (hard copy or on CD), E-mail, or drop off at MVP Video Creations. If your supporter needs help with ad creation, please contact John Pugnale at john@mvpvcr.com or 937-416-0220.

If you have any questions, please call:

John Pugnale
MVP Video Creations
2278 Grange Hall Road
Beavercreek, OH 45431
937-416-0220 john@mvpvcr.com

Deadline to
Turn in ads is:

Friday, November 4th

Parents and Players,

Remember for every ad sold the player gets 60% off of his fees

Example: #00 Joe Slapshot

Joe sells

\$30.00 1/16 page Ad
\$50.00 1/8 page Business Card Ad
\$50.00 1/8 page Business Card Ad
\$70.00 1/4 page Ad
\$100.00 1/2 page Ad
\$100.00 1/2 page Ad
\$175.00 full page Ad
\$175.00 full page Ad
\$750.00 Total Sales

Since the total sales are \$750.00, his credit for player fees is \$450.00 (60%). Therefore, Joe Slapshot's player fees are reduced from \$1,500.00 to \$1,050.00.

Remember, when the player's ad sales exceed \$1,500, the player's account will be credited the excess dollar for dollar. To have fees paid in full a player needs to sell \$2,100 worth of ads.

Here is the math:

\$1,500 fee = \$1,500 sales - \$600 donated to team ($\$1,500 \times 40\%$) + \$600 in additional sales

Or, another way to look at the calculation is:

\$2,100 Total Sales = \$900 credited to player ($1500 \times 60\%$) + \$600 in additional sales

ANOTHER THING TO REMEMBER

Every full page ad sold gets 2 season tickets worth \$100.00 and a Free Color Program. Web Page ads get full page add, 2 season tickets, and a color program (and web link).

Parents, here is the best deal!

Anyone who buys a full page ad for their player will not only get the \$100.00 Value in two season tickets and a Color Program, they will also get 60% of the Ad fee credited to their account.

Example:

60% of Ad Cost off of Player Fees	105.00
Two season tickets	100.00
Free Regular Season Color Program	<u>5.00</u>
Total Cost	223.00
Parents buy full page ad	- <u>\$175.00</u>
Total Savings	58.00

Note: (10 games x \$6/game x 2 people = \$120)