

2016 - 2017 SPRINGFIELD PICS HOCKEY CLUB



To Whom It May Concern;

We are writing to solicit your assistance in supporting a group of players 15 to 20 years old, who were selected from around the World to participate in the Springfield Pics Hockey Program.

The Springfield Pics are entering it's thirty seventh year of operation, with past participation of many major hockey events of North America such as the United States Premier Hockey League (USPHL Premier, USP3, U18, and U16 levels), and the Beantown Fall Classic.

For many players, their inter-personal and hockey skills that they have developed through our program are the only means they have for securing a college education. Realistically, we use the game they love so much to advance their education, charter and teach them about personal commitment.

In order to develop each player to their fullest potential, their playing schedule must be diverse and challenging. Unfortunately, this means travel and added expense per player. We estimate of the 100 families in our organization the average expense per player will be between \$5,500 and \$8,500 this year alone! This is why our Ad Book Campaign is an intricate part of our program to insure our continued success.

The types of ads available, their cost and samples of their actual size are on the next page of this letter.

On behalf of the players, parents and the Springfield Pics Hockey Program, I personally thank you for taking the time to read this, and hope you will consider sponsoring one of these deserving and talented players.

Very truly yours,

Rob Bonneau

----- (DETACH HERE) -----



2016 - 2017 SPRINGFIELD PICS HOCKEY AD SPONSOR SIGN-UP FORM

PLEASE READ AND SIGN ON REVERSE SIDE



SPONSORS NAME: _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY, STATE & ZIP CODE: _____

TELEPHONE: _____

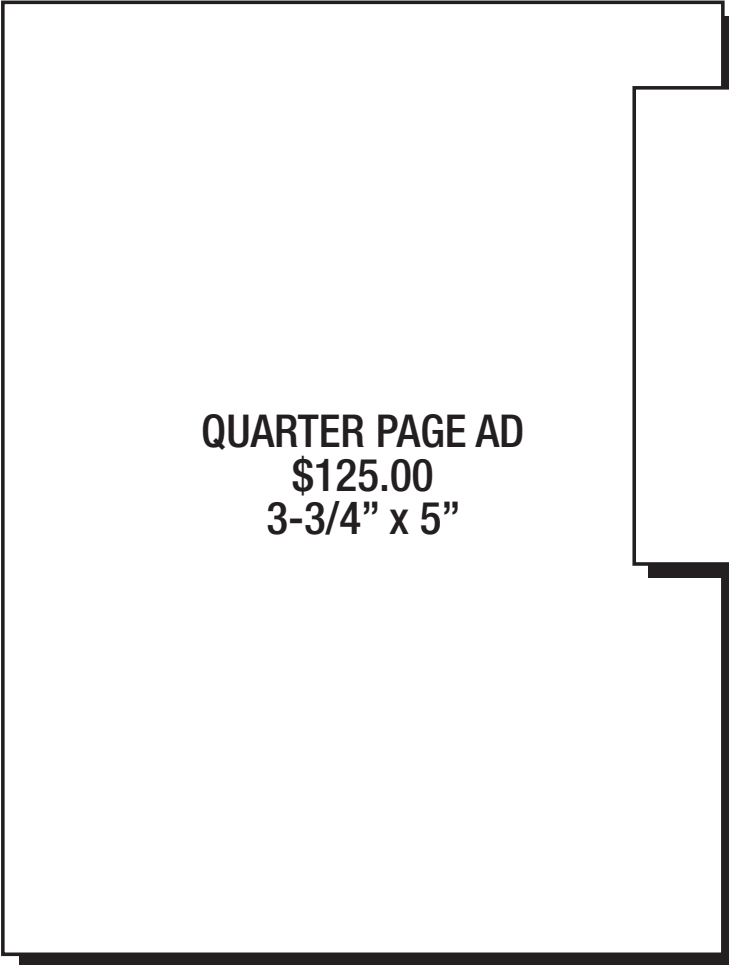
SPONSORED PLAYER'S NAME: _____

SIZE OF AD (CHECK ONE)

- CENTER SPREAD AD \$2500.00
- BACK COVER FULL PAGE AD \$2000.00
- INSIDE COVER FULL PAGE AD \$1000.00
- FULL PAGE AD \$500.00
- HALF PAGE AD \$250.00
- QUARTER PAGE AD \$125.00
- EIGHT PAGE AD \$50.00
- PATRON AD \$20.00

TEAM: _____

Please send all electronic ads, logos or artwork to: jprout65@gmail.com



QUARTER PAGE AD
\$125.00
3-3/4" x 5"



EIGHTH PAGE AD
\$50.00
3-3/4" x 2-1/2"

PATRON AD
\$20.00
ONE LINE LISTED WITH
ALL OTHER PATRONS

Example:
Mr. & Mrs. Frank Puck

HALF PAGE AD \$250.00
7-1/2" x 5"

FULL PAGE AD \$500.00
7-1/2" x 10"

CENTER SPREAD AD \$2500.00
16" x 10"

BACK COVER FULL PAGE AD
\$2,000.00
8-1/2" x 11"

INSIDE COVER FULL PAGE AD
\$1,000.00
8-1/2" x 11"

IF ELECTRONIC ART IS AVAILABLE, THIS IS THE BEST WAY TO ENSURE PROPER REPRODUCTION OF YOUR ADS.
PLEASE SEND ALL ELECTRONIC ART TO: JPROUT65@GMAIL.COM

----- (DETACH HERE) -----

2016 - 2017 SPRINGFIELD PICS HOCKEY
AD SPONSOR SIGN-UP FORM

PLEASE READ CAREFULLY

Dear Sponsor:

All ads must be received by Fri., March 17, 2017 in order to meet printing deadline. Any ads received after deadline will be returned to sponsor. Please make check payable to Springfield Pics, 135 Langevin Street, Chicopee, MA 01020. Because of the limited capacity to enlarge and/or reduce ads to the size requested, as well as making very minor changes, we can only guarantee the ad quality to the extent of the quality and completeness of copies that we are provided. Due to spacing configurations, we reserve the right to provide you with a larger ad than requested, at no additional cost to you.

Sponsors Signature _____ Date: _____

I have read and understood the provisions above.

Please send all electronic ads, logos or artwork to: jprout65@gmail.com