

# 2010 - 2011 WESTERN MASS BLADES / SPRINGFIELD PICS HOCKEY CLUB



To Whom It May Concern:

We are writing to solicit your assistance in supporting a group of players 8 to 20 years old, who were selected from around Southern New England to participate in the Western MA Blades / Springfield Pics Hockey Program.

The Western MA Blades / Springfield Pics are entering its thirty first year of operation, with past participation of many major hockey events of North America such as the Interstate Junior "A" Hockey League Championships, Metropolitan Boston Hockey Championships, Canada - American Challenge Cup, Quebec Pee Wee International, The Esso Cup and AAA Silver Stick Championships of Sania, Ontario.

We are thrilled to announce the breaking news that the Western MA Blades / Springfield Pics have been accepted into the MA Selects League and the Eastern Hockey Federation. With the formation of these two leagues, we'll insure many of our athletes that participate in our youth program have a chance to develop in there teens for opportunities of scholarships in prep schools and college.

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 \$2,000 and \$4,000 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 Western MA Blades / 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,  
*Brian Collins*

(DETACH HERE)



## 2010 - 2011 WESTERN MA BLADES / 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: [info@springfieldjrpics.com](mailto:info@springfieldjrpics.com)

**QUARTER PAGE AD**  
**\$125.00**  
**3-5/8" x 4-3/4"**

**EIGHTH PAGE AD**  
**\$50.00**  
**3-5/8" x 2-1/4"**

**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 4-3/4"**

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

**CENTER SPREAD AD \$2500.00**  
**16" x 10"**

Back cover \$2,000.00  
1/4 Page \$500.00

Inside cover \$1,000.00  
1/4 Page \$250.00

**IF ELECTRONIC ART IS AVAILABLE, THIS IS THE BEST WAY TO ENSURE PROPER REPRODUCTION OF YOUR ADS.  
PLEASE SEND ALL ELECTRONIC ART TO: [INFO@SPRINGFIELDJRPICS.COM](mailto:INFO@SPRINGFIELDJRPICS.COM)**

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

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**AD SPONSOR SIGN-UP FORM**

**PLEASE READ CAREFULLY**

Dear Sponsor:

All ads must be received by Friday, January 31, 2011 in order to meet printing deadline. Any ads received after deadline will be returned to sponsor. Please make check payable to Springfield Pics, 340 Peekskill Avenue, Springfield, MA 01129. 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: [info@springfieldjrpics.com](mailto:info@springfieldjrpics.com)