

2011 CHICAGO MARKET DAYS CLASSIC SPONSORSHIP PACKAGES

___ \$ 2,500 – Diamond

- Sole jersey sponsorship with your logo exclusively on the back of each jersey, every player will receive a jersey
- Commemorative tournament jersey for your establishment with custom name and number
- Logo or business name printed on back of the official tournament t-shirts, each attendee will receive a t-shirt
- Business logo will appear on the tournament website, all event banners, sponsorship material and publications
- Recognition at all events
- 1 full page ad in the 2011 Market Days Classic official program
- 4 guest passes (\$200 value) to the tournament dinner

___ \$1,000 – Platinum

- Sole water bottle sponsorship with your logo on each water bottle, every attendee receives a water bottle
- Logo or business name printed on back of the official tournament t-shirts, each attendee will receive a t-shirt
- Business logo will appear on the tournament website, all event banners, sponsorship material and publications
- Recognition at all events
- 1 full page ad in the 2011 Market Days Classic official program
- 2 guest passes (\$100 value) to the tournament dinner

___ \$500 – Gold

- Logo or business name printed on back of the official tournament t-shirts, each attendee will receive a t-shirt
- Business logo will appear on the tournament website, all event banners, sponsorship material and publications
- Recognition at all events
- 1 full page ad in the 2011 Market Days Classic official program
- 2 guest passes (\$100 value) to the tournament dinner

___ \$250 – Silver

- Business logo will appear on the tournament website, all event banners, sponsorship material and publications
- Recognition at all events
- 1 full page ad in the 2011 Market Days Classic official program

Program Advertisements:

___ \$50 ¼ Page ___ \$100 ½ Page ___ \$175 Full Page



P.O. Box 545
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April 21, 2011

Dear Friends,

This year, the Chicago Gay Hockey Association is hosting its first ever hockey tournament, bringing together hockey players and fans from throughout the world. The Market Days Classic will coincide with the annual Northalsted Market Days weekend (8/12 – 8/14), which attracts hundreds of thousands to the streets of Lakeview.

The Chicago Gay Hockey Association is a 501(c)(3) organization that strives to promote hockey within the LGBT and supporting communities. By giving Chicagoland a non-discriminatory and enjoyable environment to play, players and fans can learn more about the sport. We continuously aim to develop further appreciation and support of the game by raising awareness and bringing hockey into people's lives.

This past year, the CGHA has hosted the Stanley Cup in the Chicago Pride Parade, participated in numerous national and international hockey tournaments and started the first ever LGBT floor hockey league at the Center on Halsted. In 2010, we also donated nearly \$5,000 to charity with most going to the University of Chicago Hospitals and The Howard Brown Health Center.

The CGHA would like to personally invite you to be a part of this exciting, three-day event. You and your business's support and sponsorship will allow the CGHA to succeed in its goal of bringing together nearly 200 hockey players from throughout the United States and Canada. This year's tournament, held at American Heartland Ice Arena in Lincolnwood, will unite players and fans alike for a weekend of competition and camaraderie.

Attached to this letter, please find a list of sponsorship packages that we are offering for our inaugural tournament. These packages allow you and your business to stand front and center at this year's tournament by offering a variety of different options for advertising and visibility. In addition to what each package describes, your business's name will be included in all news and media releases for this event. Players will also receive a hospitality package with their registration and any donations or promotional material would be greatly appreciated.

Because of printing deadlines for promotional material and jerseys, the deadline for sponsorship has been set as July 22nd. For more information or to set up a sponsorship, please visit our website at chicagogayhockey.org, email the CGHA at tournament@chicagogayhockey.org. Thank you for your generosity and support.

Best Regards,

Andrew Sobotka
President
Chicago Gay Hockey Association