

# Valley Youth Hockey Association Sponsorship

## **Sponsorship Opportunity:**

Support Valley Youth Hockey Association by purchasing a dasher board ad at the Roanoke Civic Center (dasher board panels enclose the ice and are approximately three feet high by eight feet long.) These highly visible ads reach a wide spectrum of ice skaters, hockey players and spectators. Sponsorship dollars support all of VYHA's activities and assist in making hockey accessible to boys and girls in the Roanoke Valley. (Visit our website for more details: [vyhroanoke.com](http://vyhroanoke.com))

## **Benefits:**

- Consistent visibility at all RCC ice events between November and the end of January 2012, including the following: 124 hours of public skating; 15+ hours per week of youth hockey; weekly adult hockey league (15+ teams); college hockey practices and games (Lynchburg, Radford U., Roanoke College, VMI, Virginia Tech, Washington & Lee); Guns & Hoses Charity Hockey Tournament (2011 attendance: 5,000)
- Visibility at three major RCC concerts: Jeff Dunham, Lady Antebellum and Rascal Flats (Strong tickets sales indicate near to total sell-out performances. Total seating per concert: 7,000.)
- Logo included on the VYHA website
- Exposure to people from all over the region
- Advertising fee is tax deductible

## **Rates:**

- \$1,000 for one dasher board ad
- \$1,800 for two dasher board ads

\* fee includes production and installation of the ad

## **History:**

Valley Youth Hockey Association is a non-profit organization that provides competitive youth hockey for 5 to 18-year-old boys and girls. VYHA has drawn players from all over the Roanoke Valley since the 1960's.

## **Mission:**

VYHA seeks to teach and promote youth ice hockey and provide a fun, safe, challenging environment that encourages players to reach their potential. We work to develop individual and team skills, responsibility and sportsmanship, and offer programs to suit every level of ability.

## **Previous Sponsors:**

Building Specialists; Carlos Brazilian International Cuisine; Dr. Paul Kaiser, Orthodontics; Kevin Hurley Photography; Lamar Advertising Company; Monroe Shocks and Struts; Spirit FM; Sunny FM; Woods Service Center; WROV

## **Contact:**

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