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**Ashburn Ice House
Host
The Charity Hockey Classic
Benefiting Inova Blood Donor Services**

**Saturday
September 12, 2009**

**Ashburn Ice House
Ashburn, VA**

SPONSORSHIP PROPOSAL





Event Description

On September 12, 2009 coaches from the Ashburn Xtreme Youth Hockey Club will host their counterparts from the Reston Raiders in a hockey game at the Ashburn Ice House to raise money for Inova Blood Donor Services, a 501 (c)(3) organization headquartered in Dulles, VA.

The teams will consist of 17 players per squad – nine forwards, six defensemen and two goaltenders.

The event carries with it a certain level of “bragging rights” to which members of both clubs will be attracted to watch and support.

The target audience will include:

- Youth players from each respective club who want to see their coaches, (and in some cases their dad), challenge their local rivals.
- Parents and family of the youth players.
- Friends, colleagues, and coworkers of the coach/players as well as their adult league teammates (as most of these coaches continue to compete at the adult recreational level).

The game will be designed as a special event complete with fanfare, player introductions, a public address announcer, an event program, sponsor signage and ancillary elements such as a silent auction and a possible live auction, Capitals player appearances and more.



Charitable Beneficiary

A vital service line to the Inova Health System, Northern Virginia's leading not-for-profit healthcare provider, Inova Blood Donor Services collects, processes and supplies lifesaving blood and blood products to 15 different hospitals in Northern Virginia and the Washington, D.C., metro area. Inova Blood Donor Services must collect more than 200 units of blood daily to meet the needs of patients. Together with friends, family, businesses, and media partners, Inova Blood Donor Services is working to raise awareness about the importance of blood donation in the community.

The purpose of this event is to raise the remaining \$25,000 needed to purchase a new Bloodmobile. The event will also create a legacy event that will continue on an annual basis.





MVP Level

Title Sponsorship Package

Benefit of Title Sponsorship – The Charity Hockey Classic logo was designed to incorporate a title sponsor. As the title sponsor your company’s logo will be integrated into the event logo. The event will then be referred to as the “your name here” Charity Hockey Classic. In addition, your company will receive all advertising benefits associated with sponsorship.

Premium Placement – The “new” Charity Hockey Classic Logo will be featured prominently on all advertising before, during, and proceeding the event. The event program is just one example of where the logo will be displayed. The event logo will be displayed on the front of both team’s jerseys.

Email Blast – Inova Blood Donor Services is grateful to be the beneficiary of this charity event and has agreed to send over 25,000 email blasts to their active blood donors throughout Maryland, Virginia and D.C.. IBDS will also distribute the email blast to over 16,000 Inova employees.

Direct Mail Postcards – Designed for and distributed to coaches, players and fans in the zip codes surrounding the Ashburn Ice House, Reston SkateQuest and the Kettler Capitals Iceplex.

Product Placement/On-Site Tabling – Title Sponsor will be given the opportunity to directly connect with the hockey community by having a table at the event to interact and share products and/or services.

Website Exposure – CharityHockeyClassic.com will prominently feature the name, logo and direct link to the website of the Title Sponsor.

Cost: \$10,000





All-Star Level

Sponsorships are negotiable and subject to committee review

Sponsorship Options

<u>Sponsorship:</u>	<u>Explanation:</u>	<u>Unique Benefit:</u>	<u>Cost:</u>
Large Logo on Reston Raiders Jersey	The largest of the logos on the Raiders Jersey (back)	High Visibility	\$1,000
Large Logo on Ashburn Xtreme Jersey	The largest of the logos on the Ashburn Jersey (back)	High Visibility	\$1,000
Goal #1	Your company's logo will be displayed on goal	Name repetition when goal scored	\$1,000
Goal #2	Your company's logo will be displayed on goal	Name repetition when goal scored	\$1,000
Penalty Box #1	Your company's logo will be displayed on penalty box	Name repetition when penalty called	\$1,000
Penalty Box #2	Your company's logo will be displayed on penalty box	Name repetition when penalty called	\$1,000
Player Gift	Your logo will be displayed on all player gifts	Logo visible to all coaches/players	\$1,000
Fan Appreciation	Your logo will be on all gifts received by spectators	Logo visible to over 800 spectators	\$1,000

All sponsors at the All-Star Level will receive placement in event program.



Game Changer Level

Sponsorships are negotiable and subject to committee review

Sponsorship Options

<u>Sponsorship:</u>	<u>Explanation:</u>	<u>Unique Benefit:</u>	<u>Cost:</u>
Small Logo on Reston Raiders Jersey – (Left Arm) 2 Available	Logo on left arm of team jersey	High Visibility	\$500
Small Logo on Reston Raiders Jersey – (Right Arm) 2 Available	Logo on right arm of team jersey	High Visibility	\$500
Small Logo on Ashburn Xtreme Jersey – (Left Arm) 2 Available	Logo on left arm of team jersey	High Visibility	\$500
Small Logo on Ashburn Xtreme Jersey – (Right Arm) 2 Available	Logo on right arm of team jersey	High Visibility	\$500
First Intermission Sponsor	Entertainment between period 1 and 2	Name repetition during intermission	\$500
Second Intermission Sponsor	Entertainment between period 2 and 3	Name repetition during intermission	\$500
Rink Side Banner	Your logo/ message on a rink side banner	Logo visible to all players and spectators	\$500
Full Page Program Ad	Your logo/message in the event program	Logo visible to all in attendance	\$500

All sponsors at the Game Changer Level will receive placement in event program.



One-Timer Level

Sponsorships are negotiable and subject to committee review

Sponsorship Options

<u>Sponsorship:</u>	<u>Explanation:</u>	<u>Unique Benefit:</u>	<u>Cost:</u>
Half Page Program Ad	Half page ad in program	Visibility to 800 plus spectators	\$200
Website Sponsor	Banner on CharityHockeyClassic.com	High Visibility	\$250
Player/Coach Sponsor	Tax deductible donation in honor of one of the players/coaches	Tax-Deductable	\$100
On-Site Tabling Sponsor	Table available during day of event	High Visibility	\$250



Inaugural Charity Hockey Classic benefiting Inova Blood Donor Services

Saturday, September 12, 2009

Ashburn Ice House

Registration Form



MVP Level

- \$10,000 MVP Sponsor

All-Star Level

- \$1,000 Large Logo on Reston Raiders Jersey
- \$1,000 Large Logo on Ashburn Xtreme Jersey
- \$1,000 Goal #1 Sponsor
- \$1,000 Goal #2 Sponsor
- \$1,000 Penalty Box #1 Sponsor
- \$1,000 Penalty Box #2 Sponsor
- \$1,000 Player Gift Sponsor
- \$1,000 Fan Appreciation Sponsor

Game Changer Level

- \$500 Small Logo Reston Raiders Jersey (Left Arm) 2 Available
- \$500 Small Logo Reston Raiders Jersey (Right Arm) 2 Available

Game Changer Level Continued

- \$500 Small Logo Ashburn Xtreme Jersey (Left Arm) 2 Available
- \$500 Small Logo Ashburn Xtreme Jersey (Right Arm) 2 Available
- \$500 First Intermission Sponsor
- \$500 Second Intermission Sponsor
- \$500 Rink Side Banner – 10 Available
- \$500 Full Page Program Ad – 10 Available

One Timer Level

- \$250 Website Sponsor
- \$250 On-Site Tabling Sponsor (5 Available)
- \$200 Half Page Program Ad (10 Available)
- \$100 Player/Coach Sponsor

- I regret that I will be unable to attend the Charity Hockey Classic but please accept this donation in the amount of \$_____ to benefit Inova Blood Donor Services.

Please complete the appropriate information on the following page.

For more information contact Adam Bartholomew at 571-434-3691.



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Primary Contact _____

Sponsor Name _____

(as it should appear in print)

Company _____

Address _____

City _____ State _____

Zip _____

Phone _____ Fax _____

E-mail _____

Credit Card #

_____ Exp. Date _____

(Please Circle) Visa MasterCard American Express

Total Contribution _____

Please make checks payable to: Inova Health System Foundation

Fax completed registration form to: **571-434-3682**

Or mail to:

Inova Blood Donor Services

Attn: Adam Bartholomew

45745 Nokes Blvd., Suite 160

Sterling, VA 20166

For more information call: 571-434-3691





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Thank you for supporting the Inaugural Charity Hockey Classic.

For more information about this year's Charity Hockey Classic please visit our website
at **CharityHockeyClassic.com**

Contact Name:

Adam Bartholomew

Adam.Bartholomew@Inova.org

(571) 434-3691

I would like to give a special thank you to the Presidents of both the Ashburn Xtreme and Reston Raiders. I would also like to thank the Charity Hockey Committee. Without your support and guidance this event would not be possible.