



SOMERVILLE YOUTH HOCKEY ASSOCIATION
P.O. Box 440506
Somerville, MA 02144
Federal Tax ID: 31-1691477

October 1, 2019

As hockey parents, players and board members, we are thrilled that a new season of youth hockey has just begun. We would love for your organization to share in that enthusiasm by sponsoring our youth hockey program in the City of Somerville.

Our program strives to provide a positive source of fun, exercise, camaraderie, teamwork, and discipline in an environment that welcomes all members of our community. As the season spans seven months and includes multiple practices a week together with weekend games, the program's coaches – comprising unpaid community volunteers – commit countless hours to ensure that our players, from toddlers to teens, learn the game, treat opponents respectfully, form lasting friendships, and gain valuable experiences on and off the ice. Our local ice rink is a meeting place for families, where connections are made and maintained, and where we host community-building events throughout the year.

While there are many ways that you can support Somerville Youth Hockey, a financial donation goes a long way in helping to defray the cost incurred by the 150+ families involved in our program. While our annual tuition remains among the lowest charged by youth hockey programs throughout the state, the costs associated with playing hockey are nonetheless significant. Your donation will help many Somerville families who require financial assistance to enable their children to participate in the program as well as offset our organization's two largest expenses: (i) ice time, which accounts for over 75% of our annual operating budget, and (ii) a three-day tournament held at the U.S. Olympic complex in Lake Placid, New York, the anticipated highlight of the season for many of our program's participants.

Somerville Youth Hockey's 2019-2020 annual sponsorship levels are as follows:

- For **Platinum** level sponsors (\$2,000+): we will work with you to develop a customized sponsorship package (*e.g.*, advertisement at our home ice rink), as well as acknowledge your significant backing on our organization's website, www.somervillyouthhockey.org;
- For **Gold** level sponsors (\$1,000+): we will attach a patch with your company logo on the player game jerseys for one of our youth teams (*e.g.*, the Squirt AA team);
- For **Silver** level sponsors (\$500+): we will place a customized sticker with your name/logo on the player helmets for one of our youth teams; and
- For **Bronze** level sponsors (any other donation amount): we will count you among the Friends of Somerville Youth Hockey and will acknowledge your support on our website.

Finally, we intend to list each of our 2019-20 sponsors in an advertisement with Scout Somerville, the local bi-monthly magazine that is circulated widely throughout the Somerville and Cambridge communities.

It may be that you have other ideas that you would like to discuss with us. Of course, flexibility is one of the great advantages of partnering with a local company. We hope that you commit to offering some level of support for the young hockey players in Somerville. Our organization will graciously accept any donation, in form of money, gifts or services-in-kind, in order for us to continue to remain a valuable outlet for our city's youth as well as a low-cost option to the families of our shared community.



Payments may be made by PayPal to payments@somervillyouthhockey.org or by check, made out to **Somerville Youth Hockey Association**, and mailed to the address set forth above. As SYHA is a non-profit organization, 100% of your contribution is tax deductible. We will provide each interested sponsor with a sponsorship form to complete.

If you would like to speak further about any sponsorship ideas or follow up to this letter, please do not hesitate to call me at or email me at josh.mccarthy1@gmail.com. Thank you very much for your consideration.

Very truly yours,

A handwritten signature in black ink, appearing to read "Joshua L. McCarthy". The signature is written in a cursive style with a large, stylized initial "J".

Joshua L. McCarthy
on behalf of the SYHA Board of Directors