

2020-21 AHAI

SPONSORSHIP & ADVERTISING PROGRAM



The Amateur Hockey Association Illinois, Inc. offers several marketing and advertising opportunities on the following communication vehicles within AHAI. They include the AHAI website (www.ahai.org), AHAI's e-news website (www.ahaienews.com), our bimonthly e-newsletter, SNAPSHOT, as well as AHAI's social media sites, Facebook, Twitter and Instagram. Additionally, AHAI offers print advertising in the AHAI Annual Guidebook and State Tournament Programs. For more information please contact AHAI Communications Manager, Gretchen Cockey at communications@ahai2.org.

STANLEY CUP PACKAGE ~ COST: \$4500

You will receive 4 custom direct marketing email blasts that reach over 30,000 unique email addresses. Your logo will be positioned on the sidebar of both the AHAI and AHAI E-News websites. Your business will also receive a full-page ad in our State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions and the High School State Championship at the United Center - ad due Jan. 31) and the AHAI Annual Guidebook (ad due Aug. 1). Your business also has the option to provide a social media calendar for AHAI's Facebook, Twitter, and Instagram accounts (2 posts per month).

DIRECT MARKETING PACKAGE ~ COST: \$1000

You will receive 1 custom direct marketing email blast that reaches over 30,000 unique email addresses. Your direct marketing email will be shared on AHAI's Facebook and Twitter pages the day your ad is distributed. You will also receive an additional social media post one week after the date of your initial direct marketing ad.

SOCIAL MEDIA ONLY PACKAGE

Your social media message will be shared on AHAI's Facebook, Twitter and Instagram pages twice per month. Advertisers will be responsible for creating and providing both copy and graphics.

- **1 month (2 posts) - \$100**
- **3 months (6 posts) - \$300**
- **6 months (12 posts) - \$575**
- **12 months (24 posts) - \$1100**

AHAI ANNUAL GUIDE BOOK & STATE TOURNAMENT PROGRAMS

Print advertising is available in the AHAI Annual Guide and State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions, and High School State Championship at the United Center). All ads should be submitted in a .pdf, .jpg or .gif format at a resolution of 72dpi. See table below for print advertising pricing guide.

Options	Full Page	Half Page
AHAI Annual Guide Book	\$600	\$400
State Tournament Programs	\$600	\$400
Both Guide Book & State Program	\$1100	\$700

ADVERTISING POLICIES

All ads must receive AHAI Board approval. AHAI reserves the right to refuse material it deems inappropriate and/or not within the guidelines of USA Hockey and AHAI's policies. AHAI also reserves the right to limit the number of advertisements and/or sponsorships accepted. Payment for all advertising packages is due upon receipt of invoice.

PRODUCTION SCHEDULE

State Tournament Program ads are due by January 31, 2021. AHAI Annual Guidebook ads are due by August 1, 2021.

MANDATORY DISCLAIMER

Every direct marketing email blast will contain the following disclaimer: "You received this paid advertisement because you have registered with USA Hockey and AHAI. Your email address has not been sold. This program is not endorsed or sanctioned by AHAI or USA Hockey. We value your membership and want you to control what messages you receive. You may unsubscribe below if you no longer wish to receive our emails. All proceeds from AHAI's Advertising Program support Disabled Hockey Programs in Illinois."

Don't see a package that fits your exact needs? Contact AHAI Communications Manager, Gretchen Cockey, at communications@ahai2.org or 630.414.1107 to discuss a Custom Advertising or Sponsorship Package.



Amateur Hockey Association Illinois, Inc.
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www.ahai.org | www.ahaienews.com