



Naperville Central Redhawk Hockey

PMB 177

1212 S. Naper Blvd.

Naperville, Illinois 60540-8360

Naperville Central High School – Redhawk Hockey (a non-profit organization) 2010-2011 Advertising and Sponsors Program

The Redhawk Hockey 2010-2011 Advertising and Sponsors Program builds upon prior years' success, and like last year, features enhancements to keep your advertiser's names in front of the Redhawk families, players, and friends. The following features are included this year to thank you for your support.

Overview – The Redhawk 2010-2011 Advertising and Sponsors Program

- Yearbook Advertising as the cornerstone with approximately 500 copies distributed FREE
- www.Redhawkhockey.com ongoing exposure, with available link to your website
- Monthly E-mail reminder for top-of-mind awareness
- End-of-Season additional distribution of ad book and banquet promotion of advertisers
- Thank You Program for advertisers/sponsors of the Redhawk Hockey Community
- Comprehensive advertising targeted to our Naperville hockey community and beyond

Yearbook Advertising

Professionally printed yearbook (500 copies estimated) distributed FREE at all Redhawk Hockey games. We anticipate that our teams will play in over 100 games combined this year. The vast majority of games will be played right in the Naperville area and surrounding communities at either the All Seasons Ice Arena or respective, surrounding ice arenas.

There is advertising space to fit every budget. From **Gold Sponsor**, with the full outside back-cover in four-color print (the premier ad space), **Silver Sponsor**, with full inside front-cover in four colors, **Bronze Sponsor**, with full inside back-cover in four colors, to **Red and White Sponsor**, with full, half, quarter, or eighth page (business card size) ads inside in black and white.

Advertising targeted to the Naperville Community to attract new customers, reinforce your name to current customers, and support Naperville Central High School Redhawk Hockey. The Redhawks feature many games with Naperville North, Nequa Valley, and Waubonsie Valley – your current and potential Naperville area customers.

Redhawk Hockey Website – The Only Place for Redhawk Hockey Information and Updates

Advertisers and sponsors will be featured on the NCHS Redhawk Hockey website (www.RedhawkHockey.com). Our site is actively updated and is the only place for ongoing Redhawk information, updates, rosters, scores and game highlights, and website links. www.RedhawkHockey.com is also listed as a link from other websites.

Gold, Silver, Bronze, and Red and White full page through quarter page sponsors will be provided a link from www.RedhawkHockey.com to your specific site upon your request.

Monthly E-mail Advertising/Sponsor Reminder

Redhawk families, players and friends support their advertisers and sponsors with their patronage. This year an e-mail reminder will be published monthly to Redhawk families, players, and friends to build ongoing top-of-mind awareness of your business and Redhawk support. This feature is designed to build upon and reinforce your exposure from the yearbook ad, ice arena banner, and www.RedhawkHockey.com.

End-of-Season Advertising Sponsor Reminder

The 2010-2011 Yearbook will be distributed again at the End-of-Season Redhawk Banquet. Director of Hockey and Varsity Head Coach Jeff Nelson will promote our advertisers and sponsors at the Banquet and the advertiser/sponsor banner will be displayed for visual reinforcement.

Redhawk Program to Thank You for your Support of Naperville Central Redhawk Hockey

NCHS Redhawk Hockey is a Naperville community program. You are, and we want you to be, part of the Naperville Redhawk Hockey community.

Our 2010-2011 Advertiser/Sponsor Level Program, as described on the Advertiser/Sponsor Order Form, includes complimentary invitations to NCHS Redhawk Hockey Events.

- End-of-Season Redhawk Hockey Banquet attendance
- Dinner at the Redhawk Hockey 2011 Golf Outing
- Golf for a foursome and dinner at the 2011 Golf Outing

Thank you for considering the benefits of promoting your business and supporting the community through the 2010-2011 Naperville Central High School Redhawk Hockey Program. GO REDHAWKS!

Sincerely,

Redhawk Hockey Players and Families along with the Redhawk Hockey Association Board of Directors