

The Skating Club of Huntsville, Inc.

EIN# 81-5154495

3185 Leeman Ferry Road, SW
Huntsville, AL 35801



The Skating Club of Huntsville, a tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code, will be hosting the 2017 Rocket City Classic, our 25th Anniversary figure skating event. This event attracts more than 125 skaters competing in freestyle, showcase, and basic skills events from all over the southeast. The competition also brings in over 30 coaches and at least 2 family members per skater. It is one of the last competitions in the region before skaters begin the qualifying competitions to reach the US National Championships. Because of our position in the skating calendar, our competition has the opportunity to draw many of the up and coming elite skaters from our region.

The event will be held September 15-17, 2017 at the Benton H. Wilcoxon Municipal Ice Complex in Huntsville, AL. This event affords unique promotional opportunities for local and regional businesses. The Skating Club of Huntsville will call on many volunteers to make this a successful and fun event for all the skaters.

Local businesses can benefit greatly from a relationship with the Skating Club of Huntsville. Our proposal to you is as follows:

1) **What we need:**

- a. Cash donations to help offset the following:
 - i. Ice costs, which may exceed \$10,000.00, depending on the success of our event
 - ii. Reimbursement costs for officials (who are also volunteers) to cover their airfare, hotel, and meals can exceed \$4,000.00 while they donate their time and talents to serve our competitors
 - iii. Hospitality costs to feed the 40+ volunteers and officials 3 meals a day for 3 days at a cost of over \$4,000.00
- b. Food donations to help offset the following:
 - i. Hospitality costs to feed the 40+ volunteers and officials 3 meals a day for 3 days at a cost of over \$4,000.00
- c. Sponsor Items to be placed in our goody bags:
 - i. Small useful items or coupons that can be appreciated and used by our skaters – we have found that skaters really appreciate the goody bags and we take pride in our gifts to the skaters which keeps them coming back in future years

2) **What you get directly (depending on sponsorship level):**

- a. Advertisement in our program (one free copy given to each skater in their "goody" bag with additional programs available for purchase by family members, coaches, and the general public)
- b. Listing on the sponsorship page
- c. Sponsorship recognition on our club's website
- d. Sponsorship recognition on event signage
- e. Company Logo on certain sponsored items, size and time permitting

As a tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code, donations made to the Skating Club of Huntsville may be tax deductible. Please consult your tax representative for more information. We also offer different sponsorship levels that includes an advertising package, which may be more appealing to some organizations. As required by law, donation acknowledgment letters will be sent when appropriate or requested.

We appreciate your consideration of our proposal and please don't hesitate to give me a call if you have any questions.

Thank you and best regards,

The Skating Club of Huntsville, Inc.

Cell: _____

Premier Sponsorship Opportunities

The Skating Club of Huntsville hosts multiple events throughout the year to promote and encourage the sport of figure skating in Huntsville and the surrounding areas for all ages and abilities and to emulate the highest standards of leadership and professionalism in all aspects of our sport. Through these skating opportunities and guidance, non-skaters can become confident skaters, social and recreational skaters can achieve their personal goals, and competitive skaters can realize their dreams of becoming champions in skating and in life. Through partnerships with companies and organizations in the greater Huntsville area, together we can continue the mission to promote and encourage the sport of figure skating in Huntsville and the surrounding areas.

We ask for your support just one time a year, as each donation received will be used to support all of the events hosted by the club throughout the year. Those events include the Rocket City Classic Jr competition, a Spring show, Rocket City Classic competition, and a Christmas show. The two competitions are open and free to attend for the general public. The shows are also open to the general public for a nominal admission fee.

The Skating Club of Huntsville has the following opportunities available that will help us continue the mission:

Gold Sponsor - Amount: \$1,000+

Gold Sponsors will be given a full-page ad in each program, have their names and company logo prominently displayed on the Gold Sponsorship page of the programs, and on promotional signage for each event at the Huntsville Ice Complex entrance, plus 10 tickets to each show, upon request.

Silver Sponsor - Amount: \$500+

Silver Sponsors will be given a ½ page ad in each program, have their names and company logo prominently displayed on the Silver Sponsorship page of the programs, and on promotional signage for each event at the Huntsville Ice Complex entrance, plus 6 tickets to each show, upon request.

Bronze Sponsor - Amount: \$250+

Bronze Sponsors will be given a ¼ page ad in each program and have their names and company logo prominently displayed on the Bronze Sponsorship page of the programs, plus 4 tickets to each show, upon request.

Sponsor Item Opportunities

Sponsor Item Donations – 250 units – items that can be placed in the skater’s “goody bag” or food items that can be used in our Hospitality rooms

Companies or individuals that donate products or food items will have their names displayed on the “Thank You” page of the program. Program ads will be based on the cash value of the donation for food items. “Goody Bag” items will be used for each of the competitions.

Sponsor Items – Some related sponsor item examples include:

- Blade Towels – used to dry figure skating blades
- Gloves – included in each “goody bag”
- Water Bottles – skaters love a nice water bottle that can be reused

Food related items – We will work with you on the timing of these donations to prevent storing items that will expire before they can be used. The next opportunity for “fresh” food items will be the weekend of September 15 – 17, 2017.