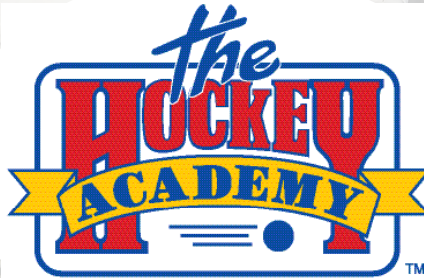




The Hockey Academy Digital & Print Advertising Media Kit 2020/21





A B O U T

Hello,

My name is Dan Fontas and I am the General Manager for The Hockey Academy, Inc. The Hockey Academy was founded in 1992. For 28 years we have operated skating and hockey programs for youth through adults throughout New England. We pride ourselves on maintaining a highly-skilled and knowledgeable on-ice staff, along with a friendly and helpful full-time customer service team.

Our Tournaments feature Mite, Squirt, PeeWee, Bantam, Midget, Girls, and Adult Divisions. We run tournaments out of Waterville Valley, NH, Biddeford, ME, Tynsgborough, MA, Manchester, VT and a pond hockey tournament out of Patriot Place in Foxboro, MA. The Hockey Academy has continued to grow the number of tournaments we offer every year. We are expecting to host nearly 300 teams at our tournaments this year which will bring over 4,500 athletes and another 18,000 spectators.

The Hockey Academy is also home to the New England Stars and Maine Wild youth organizations. We also run a variety of adult hockey leagues, camps and clinics throughout Massachusetts, Maine, and New Hampshire.

Over the years we have built up our contact list to 23,000+ subscribers.

We invite you to advertise your business with us through our tournament sponsorships, rink advertisement, or digital ad opportunities.

Thank you for taking the time to view our sponsorship packages. If you have any questions, please do not hesitate to ask.

Sincerely,

Dan Fontas
General Manager
The Hockey Academy
603-845-1362
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O V E R V I E W

Who Are We?

Adult Hockey

The Hockey Academy has been a leader in Adult Hockey Leagues since 1992. Individual registrations are accepted in most of our leagues, so you don't need a whole team to get into the game. Hockey is for everyone and we try to find a spot for all to play.

THA Tournaments

Our tournaments are among the most popular in the Northeast. We feature tournaments at the beautiful resort town of Waterville Valley, NH, the seacoast of Biddeford, ME, for our Lobster Trap tournaments, our newly added Vermont Shootout tournaments in Manchester, VT, and our pond style hockey competition at Patriot Place in Foxboro, MA.

THA Clinics

Our clinic division, Future Prospect Hockey Camps, has something for all levels. We offer weekly and week-long camps and clinics for ages Mites through Juniors and even adults. We have also teamed up with Legacy Global for our Men's and Women's Future Prep and College Prospect camps each spring featuring the area's top coaches. If you want to showcase your talent, this is the best way to do it.

NE Stars Youth Hockey

The NE Stars youth program debuted in 2000. We are one of the most successful youth programs in the Northern Mass / Southern NH region. The program which is housed in Tyngsborough, MA, and Nashua, NH, fields over a dozen teams from Mites to Midgets. The Stars compete in the Premier Hockey League of New England (NEPHL).

Maine Wild Youth

This is one of our newest divisions, established in 2014. Our youth program has grown tremendously in the first few years. Our teams compete in the Premier Hockey League of New England (NEPHL). The Wild's home rink is in Biddeford.

Learn to Skate & Learn to Play Hockey

In 2018 we started our new Learn to Skate (LTS) and Learn to Play Hockey (LTPH) Program out of Skate 3 Arena in Tyngsboro. Sessions typically run for 10 weeks on Saturday mornings with a Fall and Winter Sessions offered. This program has introduced skating to many young children and taught them the basics to move on to a full season hockey team or figure skating program.

Waterville Valley Ice Arena

The Waterville Valley Ice Arena, nestled in the heart of New Hampshire's picturesque White Mountains, is the ideal destination for all your ice-recreation needs. We offer a variety of activities, ranging from hockey camps and our exciting, weekend hockey tournaments to Broomball, Stick & Puck, and our traditional Public Skating.



ADVERTISING RATES

Dasher Boards

Waterville Valley Ice Arena has many advertising opportunities for local and national businesses. A Dasher Board Ad is a premier advertising opportunity, placing the name and logo of your business in a highly desirable and visible location. Each advertising panel is 33" x 96".

Dasher Advertisement Rates

<i>33" x 96" DASHER BOARD AD COST</i>	<i>LENGTH OF AD</i>	<i>FREQUENCY</i>
\$1,000	1 Year Contract	Annual
\$3,200	4 Year Contract	Annual
\$3,000	4 Year Contract	Paid Upfront In Full

*Cost of printing will be charged to the sponsor. Estimated cost of 33"x96" dasher ad is approximately \$150.00.

** Sponsor must provide original artwork design.

20,000+ Unique Viewers Per Year!

Our Dasher ads are a great way to get your company ad in front of thousands of people! We estimate over 20,000 people visit our rink every year. This is a very affordable way to place your company ad in front of a large audience!



ADVERTISING RATES

Naming Rights to Waterville Valley Ice Arena

We are offering the naming rights to Waterville Valley Ice Arena. WV Ice Arena is the proud host to all of our destination youth hockey tournaments. For more information on Waterville Valley Ice arena, please visit www.wvicearena.com. Contact us for pricing info on Ice Arena Naming Rights.

Additional Sponsorship Opportunities

SPONSORSHIP	COST	CONTRACT LENGTH
THA Tournament Rights	\$1,000	Per Tournament
THA Tournament Rights	\$10,000	Whole Tournament Season
Adult League Sponsorship	\$2,000	Per League for 1 Year (3 Seasons)
Adult League Sponsorship	\$8,000	All Leagues for 1 Year (3 Seasons)
THA Email Sponsorship	\$500	Per Season
Zamboni Wrap	\$2,000	1 Year

*Cost of print material will be charged to the sponsor. Quotes will be provided for all print material prior to being processed.

** Sponsor must provide original artwork design.



ADVERTISING SPECS

Accepted As File Formats

Whichever format you chose, all images and files should be at 100% scale. Please submit your art file in it's appropriate color format. CMYK if it is a dasher ad and RGB if the logo or ad will be used as a website or email ad. Color may be altered if sent over in the incorrect format and has to be converted.

PDF FILES (*RECOMMENDED)

JPG FILES

Please export in high resolution.

PHOTOSHOP FILES

Please save images as a .psd; include all fonts used.

INDESIGN CS6 OR LOWER

Please include all fonts and images used.

ILLUSTRATOR CS6 or LOWER

Please convert fonts to outlines before saving and submitting.

Submitting Files Electronically

When emailing artwork, please keep in mind that our email is limited to 30MB per email (including your attachment). Compress files to a zip folder to lower the size of your files.

If the file size is over 32MB, you can upload your file(s) to our Dropbox.

Dropbox link: <https://www.dropbox.com/request/PO1Sd-8kOsyv24nfXG08R>

Please properly label your files so they are easily identifiable, including company name.

Note

We will contact you if your file is incorrectly sized or there is an issue with the file transfer/download. If there is an error in the design of your advertisement once ad is published, please contact us ASAP to correct the issue.



CONTACT US



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