



## **Marketing Guide**



**Be Seen Where the Fans Come to Watch**



Dear Prospective Sponsor:

The Santa Rosa Junior College Ice Hockey Club is making plans for the upcoming hockey season. The success of one season is credited largely to our sponsors who lend their names and financial support to the club. The money we raise each year goes to supporting our team operations, travel expenses, and league fees.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of the SRJC Ice Hockey Club. For a small donation, you will be able to enjoy excellent exposure to this important segment of your target audience.

We have five levels of sponsorship packages, as detailed in the attached marketing guide. You can select the level of participation that best meets your business needs, and be sure in the knowledge that your sponsorship donation will be used to help support and promote college hockey in your community.

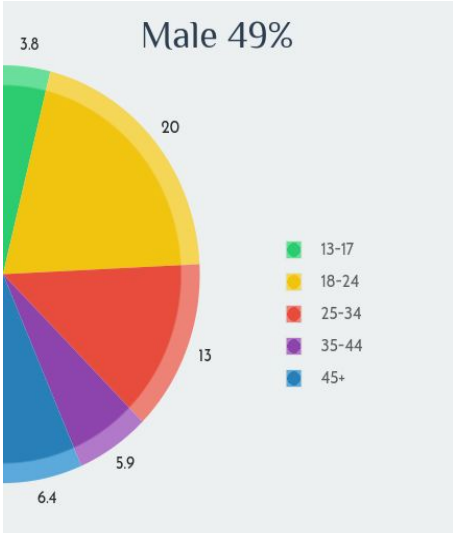
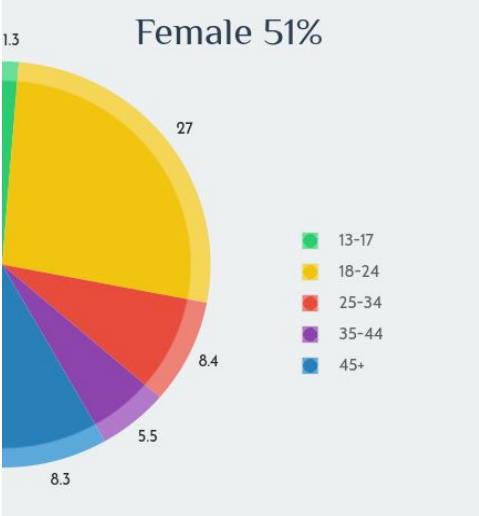
The SRJC Ice Hockey Club is a registered non-profit organization, and your sponsorship is tax deductible.

**We're counting on your support and will be happy to answer any questions you may have. Please contact us at [srjchockey@gmail.com](mailto:srjchockey@gmail.com).**

Thank you in advance for your willingness to support the efforts of the SRJC Ice Hockey Club and make a difference in our community.

Sincerely,  
SRJC Polar Bears

# FAN DEMOGRAPHICS



City	Percent	Misc.	Stats
Santa Rosa	44.8	Average Game Attendance	200+
Rohnert Park	15.3	Facebook Fans	2200+
Windsor	10.6	Website Traffic	1950 views/week
Petaluma	7.1	Instagram Followers	700+
Sebastopol	6.2		
San Francisco	5.1		
Cotati	4.4		
Healdsburg	4.2		
Other	2.3		

## BENEFITS OF SPONSORING THE SRJC

### The SRJC Impact



Sponsorship with SRJC Ice Hockey offers partners the vehicle to significantly increase the effectiveness of their marketing tactics. Marketing materials featuring SRJC name and logos receive a 30% lift in awareness over standard marketing tactics.

- **Associate your brand with one of the most popular and recognizable logos in Sonoma County: the SRJC.**
- **SRJC Ice Hockey has been nationally ranked, and the first 2 year college to be admitted to the D2 level of play.**
- **Turnkey, impactful programs customized to meet your goals and objectives.**
- **Immerse your brand in an environment that the consumer is most passionate about: SRJC Hockey.**
- **Sponsorship sends a message that your brand is strong and vibrant and that you are continuing to invest in the community.**

## Dasherboards

Dasherboards receive approximately 75% of all brand exposure during SRJC home games. Dasherboards receive constant visibility during the games and secondary coverage through media. These measure 20 inches by 90.5 inches and are sold per level of sponsorship package.



**BRING YOUR LOGO INTO THE  
GAME  
WITH IN GAME SIGNAGE**

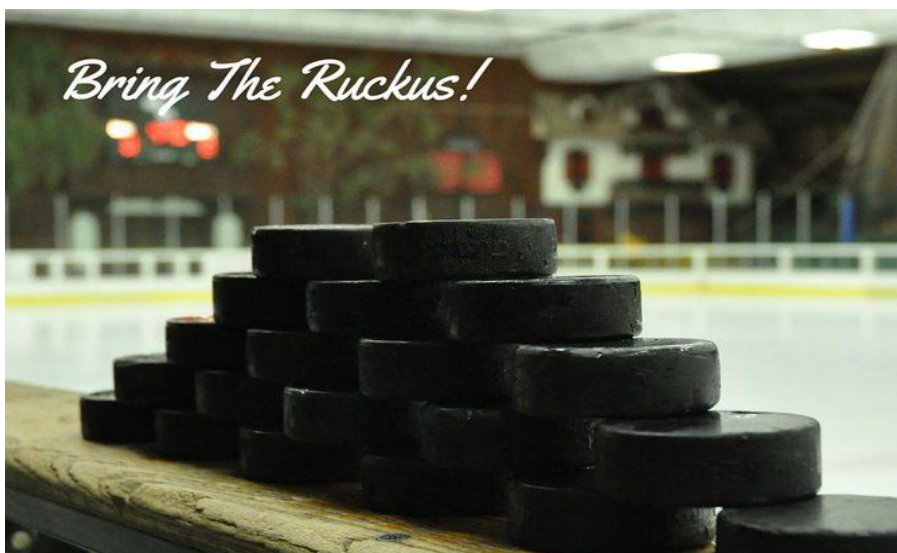
## Intermission Commercial

A 30 second audio commercial played over the PA system during breaks in the action and intermissions.

**YOU CAN'T ESCAPE THIS KIND OF  
COVERAGE**

## Game Event Naming

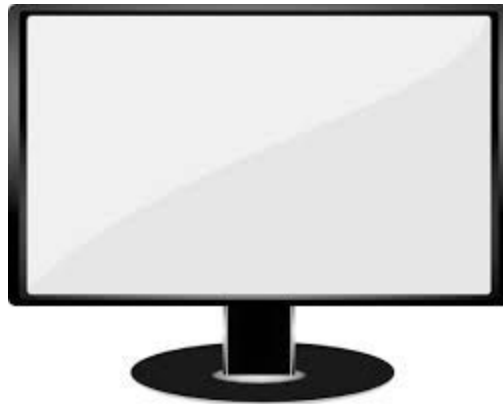
Your brand attached to one of the in-game events. For example, the intermission report or the Chuck-A-Puck contest.





## Website

Polar Bear fans receive the most up-to-date news, stats, and Schedules 24 hours a day at the official SRJC Hockey website. Fans can enjoy informational posts about game results, special promotions, player highlights, and team communications, all at [www.santarosahockey.com](http://www.santarosahockey.com).



## Facebook/Instagram/Twitter

Speak directly to the SRJC's largest social media database through the official communication pages, Facebook, Instagram, and Twitter. Marketing solutions can be customized to hit a variety of Demographics in a growing and active fan base.

**Over 2,200 Facebook fans strong**  
**Over 200+ Instagram followers**

## **Many Possible Advertisements**

Home game promotions are second to none when it comes to interaction between a brand and SRJC Hockey fans. Booth displays, game day Giveaways, fan participation games, entertainment during breaks in the Action, and advertisements that promote brands in a fan friendly way.



**JACK'S**  
urban eats

**DANCE-OFF**

**Your opportunity to  
be front and center!**



## SPONSORSHIP PACKAGES

	Diamond	Platinum	Gold	Silver	Bronze
<b>Price</b>	<b>\$5,000+</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
Intermission Audio commercial	X	X	X	X	X
Web ad on media pages	X	X	X	X	
Dasherboard Advertisement	X	X	X		
Game Event Naming	X	X	X		
Preferential Game Day Seating	X	X			
Sponsor's Choice Of Team Apparel	X				
Optional Promotions	X				

## We love our Sponsors!

Our goal is to work with our sponsor partners to run a successful campaign that taps into the power of our devoted audience. We look forward to working with you, and thank you for your interest.

