



Northtown Center at Amherst  
1615 Amherst Manor Drive  
Williamsville, NY 14221  
716.634.3887  
[www.amherstskatingclub.com](http://www.amherstskatingclub.com)

## SPONSORSHIP PROPOSAL

Dear Prospective Sponsor:

We are writing to you regarding a sponsorship opportunity that will connect your business and your brand with a wonderful, community organization. The Amherst Skating Club (ASC) is a non-profit organization and member club of the United States Figure Skating (USFS) Association. Located in the heart of Williamsville, the club strives to offer figure skating opportunities and lessons to skaters of all ages and abilities. Additionally, the club offers introductory skating classes to all aged skaters through our Learn to Skate (LTS) program.

Our outreach into the community is extensive. We boast a club membership of approximately 100 families and a Learn to Skate enrollment of over 500 participants, both children and adults.

Our organization's ability to continue to operate is due in large part to the generous support of donors who believe in our mission, as well as gifts from local businesses and corporations.

Enclosed please find more information about our Club, our Inaugural Sponsorship Program including the different sponsorship levels we offer, and how you can become a part of this exciting opportunity. We look forward to speaking with you further and answering any questions you may have.

Sincerely,

ASC SPONSORSHIP COMMITTEE



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## **SPONSORSHIP PROGRAM**

### **Benefits to Sponsors**

Sponsors of the ASC have the privilege of being involved in a USFS sanctioned club with a rich and longstanding reputation in the community. Our club was established in 1964 and has been promoting the sport of figure skating in our community for over 50 years. Listed below are some of the many benefits of being an ASC sponsor:

- Naming rights to Our Annual Invitational and LTS Competition
- Exclusive Banner Placement Advertising on our website
- ASC website link to your company's website
- Advertising on all Club programs and calendars
- Opportunity for literature and product display and disbursement
- Exhibition Opportunities
- Story (in your words) about your organization promoted at annual competitions

Note: Our Annual Invitational Competition draws skaters and skater's families from all of WNY, Southern Ontario, Pennsylvania, and Ohio.

### **Sponsorship Utilization**

With your business sponsorship, ASC will use the funds to help defray the costs of club operations. Our goal is to be able to continue to keep costs down and offer and promote the great sport of skating to all our members and prospective members.



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## SPONSORSHIP PACKAGES

Sponsorship Level	Signature \$3,000*	Platinum \$2,000	Gold \$1,000	Silver \$500
Listed on website sponsor page at sponsorship level with link to business website	✓	✓	✓	✓
Advertised as proud sponsor in Club Banquet Program	✓	✓	✓	✓
Advertised as proud sponsor in Club Invitational Program	✓	✓	✓	✓
Option to distribute promotional items in skater gift bags for both/either competition	✓	✓	✓	✓
Public Announcement (PA) of all sponsor businesses at competitions	✓	✓	✓	✓
Advertised as sponsor on distributed LTS Calendars – high exposure	✓	✓	✓	
Option to put business advertising info on LTS table managed by club reps – high exposure	✓	✓	✓	
Main/Premier website listing (banner ad on website home page)	✓	✓		
Option to table at LTS sessions high exposure	✓	✓		
Listed in Club Email Signature as Premier/Platinum Club Sponsor	✓	✓		
Naming Rights to Competitions (Invitational & LTS)	✓			

*\* Limited to one sponsor at this level*

While these are our sponsorship packages, any donation is appreciated. Sponsorship requests may be submitted via email to [info@amherstskatingclub.org](mailto:info@amherstskatingclub.org) or to the address listed above.