



## TRAVERSE CITY WEST SENIOR HIGH TITAN HOCKEY BOOSTERS

Dear Friends:

The Traverse City West Titan Hockey program is committed to the academic, athletic and cultural development of dedicated young athletes. Players are fully prepared to work hard on and off the ice and are committed to the kind of effort they know it will take to have the best opportunity to succeed.

Team members provide a positive example to local youth as role models, through community involvement with local businesses and charitable organizations. Traverse City West Titan Hockey provides our players with a higher level of competitive hockey and allows them the opportunity to compete against skilled players. Our goals with this program are to:

- Provide an environment for academic success.
- Provide each player the necessary tools to achieve their personal goals.
- Build a team made up of character individuals who are prepared to commit themselves to being the very best they can be on and off the ice.
- Instill a work ethic necessary for success in all aspects of life.
- Promote excellent health and physical fitness.
- Involve players in the community to expand their knowledge and experiences outside of the locker room.

There are significant costs associated with maintaining a successful high school hockey program. Ice time, off-ice training, equipment, uniforms, and money for travel and game day expenses are a few examples. Although public school systems understand the importance of youth sports, they are unable to fully fund sports programs. This is where YOU can help make a difference. A charitable donation on your part, which is entirely tax-deductible due to the Traverse City West Hockey Booster's status as a non-profit organization.

In return for your generous donation, you will have access to a wide array of benefits including media visibility and advertising opportunities.



THANK YOU FOR SUPPORTING TITAN HOCKEY!



# TRAVERSE CITY WEST TITAN HOCKEY SPONSORSHIP PACKAGES

## **\$50 “IN THE NET”**

Name/corporate name advertised on the Traverse City West Titan Hockey website at [www.tcwesthockey.com](http://www.tcwesthockey.com) with a link to your own website

## **\$150 “SLAP SHOT”**

“In the Net” Package

Name/corporate name advertised on Traverse City West Titan Hockey Facebook page  
Name/corporate name on single 12” x 16” banner advertisement displayed at Traverse City West Titan Hockey home games. Annual renewal of this package will receive a \$50 discount that is not included in other packages

## **\$250 “HAT TRICK”**

“Slap Shot” Package

Name/corporate name on game day program

Name/corporate name will be announced 2 times during TC West Titan home games

## **\$500 “POWER PLAY”**

“Hat Trick” Package

2 game tickets for Traverse City West Titan hockey home games, current season

## **BANNER ADVERTISEMENT INFORMATION:**

Banner advertisement panels measure 12” x 16”, which are larger than a half page ad in a newspaper and will be seen by the thousands of hockey fans that attend Titan Hockey games throughout the season. Portrait panel layouts are offered for single panel sponsors and horizontal panel layouts are offered for those sponsors requesting two or more adjoining panels. Logo art requirements are included.

The initial cost for a single panel “Slap Shot” advertising spot the first year is \$150 with an annual renewal fee each following year of \$100. If you would like to order multiple adjoining panels (one ad over multiple panels), the cost for a new sponsor would be calculated as: \$100 per panel + a \$50 setup fee, ie. a new sponsor ordering 2 adjoining panels would be \$250 and 4 adjoining panels would be \$450. Annual renewal would be \$200 and \$400.

We are asking for your support of Titan Hockey by taking advantage of this advertising opportunity. In order for your banner ad to be displayed during the Titans first home opening game, the following information must be filled out and payment received by **November 17th:**

THANK YOU FOR SUPPORTING TITAN HOCKEY!



# TITANS

*Combining hockey excellence with education*

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## ***SPONSORSHIP/ADVERTISING ORDER FORM***

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\_\_\_\_\_  
Company/Sponsor Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

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### **SPONSORSHIP PACKAGES:**

I would like to support the Titans in the following manner:



\_\_\_\_\_ IN THE NET \$50



\_\_\_\_\_ SLAP SHOT \$150 (Single panel annual renewal \$100)



\_\_\_\_\_ HAT TRICK \$250



\_\_\_\_\_ POWER PLAY \$500

**Additional Banner Sponsor Panels Requested: ( \_\_\_\_\_ x \$100) Total Enclosed: \_\_\_\_\_ \*\***

**\*\* Please use this form as your receipt.**

**Player: \_\_\_\_\_**

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**Please Make Checks Payable to: Traverse City West Hockey Boosters**

**Please mail contract and payment to:**

DeDe Reece — Attn: TCW Hockey Boosters, 9401 E. Lakeview Hills Rd., Traverse City, MI 49684

**Please email logos to:** Chris Barsheff – csbarsheff@charter.net

**Questions:** contact Chris Barsheff – csbarsheff@charter.net

**THANK YOU FOR SUPPORTING TITAN HOCKEY!**



## PROOFING TIPS

- Reference:** Include a pdf proof as a visual along with your print file
- Zoom In:** View print file at full size to verify quality
- Size:** Double check that the sizing of your art file matches what was ordered
- Proofread:** Spell-check all text



## SIZING

### Art Creation at 10% Scale:

- 1.) Convert Feet to Inches (8' = 96")
- 2.) Divide by 10 to get 10% (96" → 9.6")

### Bleed:

0.25" per side unless specified otherwise

### Britten Templates:

Can be opened in Adobe Illustrator for easy use!



## FILE FORMAT

### Preferred:

packaged [.ai](#) or [.indd](#)  
(all links and fonts included)

### Alternate:

.pdf .eps .psd .tif .jpg

### Not reliable for high quality print:

.png .gif .bmp Microsoft Office

### Non-Adobe Programs:

Corel, QuarkXpress, etc - must be exported as a high quality .pdf for print



## IMAGE RESOLUTION

Full Size - 72\* DPI

10% Scale - 720 DPI

*\*Smaller prints (4' or less) may require higher than 72 DPI for resolution*



## FONTS

### Preferred:

Include all font files with your art files

### Alternate:

Outline all text to avoid complications



## COLOR

### Color Mode

Create artwork in CMYK mode for print

### Color Matching:

Use [Pantone CP](#) colors for vector graphics

Match Prints are recommended for images to meet color expectations



## FILE SUBMISSION

### Preferred:

Britten [FTP](#), WeTransfer, DropBox

### Alternate:

CD, DVD, Thumb Drive



## NEED HELP?

See our [FAQs](#) page or contact your sales rep for more information!  
Additionally, Britten can design your artwork for \$75/hour.

800.426.9496  
[BrittenStudios.com](#)