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# Sponsorship Guide

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2025-2026 Season

**EDINA HOCKEY STATE TRADITION**



**2024-2025**

*Photos provided by Linhoff Photo*



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Edina Hockey Association - [www.edinahockey.org](http://www.edinahockey.org)

Effective June 1, 2025- May 31, 2026



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# Welcome 2025-26 Sponsors!

“As a sponsor of the Edina Hockey Association, you help us achieve our mission of providing girls and boys fun and development in a positive hockey experience. We really couldn’t do it without your financial contribution.”

Shannon Kuznia - President, EHA

## What’s New for 2025- 26 Season

We are so excited for our first ever Safety Meeting Kick-Off fundraiser on October 9th at Office Golf (tickets are available on our website!!) There are many opportunities for community members to get involved in terms of donations and participation. We are excited to work with you and help ensure your sponsorship experience is a positive one.”

Sarah Burgess - Sponsorships EHA

If you have any questions, please email: [sponsors@edinahockey.org](mailto:sponsors@edinahockey.org)

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# Team Sponsorships

Team Sponsorships are the centerpiece to sponsorship with Edina Hockey Association. It allows us to provide new jerseys and socks for our teams and keep the costs of hockey down for all EHA families.

AA & A Teams	B Teams	C, JG16, 19U Teams
\$1,900	\$1,800	\$1,700

## What's Included in Team Sponsorship

As a Team Sponsor, you really are a part of the team. Your business name will be visible on each player's jersey in every game, in front of families every time they look up their schedule on their team webpage, prominently displayed throughout the rinks at Braemar Arena, listed in our tournament materials, and displayed on the EHA website. You'll also have the opportunity to send messages to your team throughout the year to congratulate them on a big win, wish them luck ahead of a tournament, or send them a unique offer. Specific benefits include:

- Your company name on team jerseys
- Your company name on large banners in South Rink
- Your company logo and link to your company's website on the EHA website sponsor page
- End of season appreciation plaque
- Your company graphics on the EHA website team page



# Dasher Board & Bench Sponsorships

With thousands of games and events at Braemar Arena, having your business on the boards around the ice or on the bench is an awesome way to show your support and create visibility for your business. We will also make sure that in addition to being visible at the rink, you are visible on our website as well.

Level 1	Level 2 (end boards)
\$1,500	\$1,000
Level 3 (bench)	
\$1,500	

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## What's Included in Dasher Board and Bench Sponsorship

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- Your company logo on available South Rink dasher board
- Your company name on large banners in South Rink
- Your company name on sponsors page in EHA tournament materials
- Your company logo and link to your company's website on the EHA website sponsor page



# Tournament Sponsorships

Edina Hockey Association hosts four tournaments throughout the year. They are a great way to get your business in front of families and fans coming in from out of town. Title or Presenting sponsorship are a great way to create awareness.

Example Title Sponsorship: [YOUR BUSINESS] Bob O’Conner Classic

Tournament	Cake Eater Classic	Cornerstone	Invitational	John E. Reimann	Bob O’Connor
Month	Nov	Dec	Dec	Jan	Feb
Levels	10UA, 10UB1,10UB2, 12A, 12UB1,12UB2, 15UA, 15UB	SA,SB1	PWAA, PWA,PWB1, BAA, BA, BB1	JGB, JG16	SQB2, SQC, PWB2, PWC, BB2, BC
Title Sponsor	<b>SOLD</b>	\$7,500	<b>SOLD</b>	\$7,500	\$7,500

## What’s Included in Tournament Title or Presenting Sponsorship

- Your company logo on available South Rink dasher board
- Your company name listed on sponsors page in EHA tournament materials
- Your company name on large banners in South Rink
- Your company logo and link to your company’s website on the EHA website sponsor page
- Your company logo on all tournament pages on the EHA website



# Edina Hockey Association Website/Digital Sponsorship (\$1,500)

Our website attracted nearly 1,000,000 page views last year, and with a redesign, we've placed ads prominently throughout the highest trafficked areas of our website. To provide ultimate value in this sponsorship, we are limiting it to 10 businesses.

## What's Included in Website/Digital Sponsorship

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- Your company banner ad in rotation on the EHA website
- Your company name on large banners in South Rink
- Your company logo and link to your company's website on the EHA website sponsor page
- Your company name on sponsors page in EHA tournament materials

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# Edina Hockey Association Registration Sponsorship (\$2,500)

This year, 800+ families will register for Edina Hockey Association. As part of the registration, they will receive a receipt email that can include an offer from your business. This is a great way to send apparel, equipment, insurance or any other offer that makes sense during this time of year. Additionally, your business will receive visibility throughout the year at our tournaments and inside Braemar Arena.

## What's Included in Registration Sponsorship

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- Your company offer/coupon in Registration receipt
- Your company name on large banners in South Rink
- Your company logo and link to your company's website on the EHA website sponsor page.
- Your company listing in EHA tournament materials

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# Edina Hockey Association By The Numbers

## Membership

For the 2024/2025 season, we had over 1290 players registered representing approximately 900 families.

## EdinaHockeyAssociation.com Stats (May 1, 2024 - April 30, 2025)

Pageviews | 740,438

Visitors | 67,430

Sessions | 187,535

Visitor Breakdown | 24.3% returning / 75.7% new

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# Sponsorship Requirements

## Team Sponsorships

In order to fully process your team sponsorship, please send an email with the following information to Sarah Burgess ([sponsors@edinahockey.org](mailto:sponsors@edinahockey.org)).

- Sponsorship packages your business would like for the year
- Name of business that will be sponsoring
- Name to be placed on jerseys (if appropriate)
- Business Address
- Contact name for billing
- Contact name for logo
- Website address to link to from EHA website

## Dasher Board Creation

Sign Pro of Edina will produce your dasher board advertising. Single dasher boards are \$185 and are not included in your sponsorship fees. If you are purchasing two or more dasher boards, they are \$149/each. Following production Sign Pro will deliver dasher(s) to Braemar. As a service to sponsors, Braemar will install the dasher boards at no additional cost.

Guidelines for submitting art to Sign Pro:

- Files may be submitted via email at: [design@signprowg.com](mailto:design@signprowg.com)  
or by using Sign Pro's website: [www.signprowg.com](http://www.signprowg.com)
- When using the website from the homepage "Send A File", simply attach and send your file.
- Please submit a "print ready" file as a .pdf, Illustrator .eps, or high-resolution .tiff.
- File should be 300 dpi for full color graphics
- File should be sized to 96" x 32"
- For .eps and .pdf files, fonts must be embedded or outlined. There may be additional charges for any file not properly submitted due to additional production time.

**Contact SignPro: Jim Bianco | 952-896-5276 | [jbianco@signprowg.com](mailto:jbianco@signprowg.com)**