

EVENT OVERVIEW

For the 20th year, Aspen Junior Hockey (AJH) is offering a unique two-part fundraising opportunity to support our youth while advancing the great game of hockey throughout the Roaring Fork Valley. The Stirling Cup weekend is a celebration for the city of Aspen and surrounding communities. Founded by longtime Aspen resident Jody Cooper in memory of her late husband, Stirling Cooper, the Stirling Cup event embodies the community to promote youth sports, foster new relationships, and signify community involvement. For the 20th annual event, AJH is proud to welcome some current and former Colorado Avalanche players along with special guests. As the beneficiary of this exciting weekend and an organization with a long history in the Roaring Fork Valley since 1972, AJH continues to grow a world-class hockey program that continually challenges our youth while producing successful teams year after year. This season's Stirling Cup will feature two weekends of events, the first being the September 17th weekend of Fly Fishing and Golf event. The second over the December 10th weekend, AJH will host the Colorado Avalanche Alumni Charity game. AJH provides a channel through the sport of hockey; we can develop strong character, passion, and love for the game. Not only do we want to develop athletes, but we also work to develop our youth to become contributing citizens in the community. Please, help us commemorate the legacy of Stirling Cooper and the long-standing heritage of youth hockey in Aspen by getting involved in the 2020 Stirling Cup and help take part in building the character of our community. As a non-profit organization, the monies raised help support the AJH scholarship program, meaning no athlete is left behind.

EVENT SCHEDULE

First Weekend Events

Friday, September 17th, 2021 TBD Welcome Party

Saturday, September 18th, 2021 Woody Creek Distillery Basalt, CO 12:00 – 6:00 PM, Stirling Cup Fly Fishing event and Meet and Greet Party. Woody Creek Tours is available.

Sunday, September 19th, 2021 Hosted by Aspen Golf Club Stirling Cup Golf Tourney.

Second Weekend Events

Friday, December 10th, 2021 TBD Welcome Party

Saturday, December 11th, 2021 Avalanche Alumni Charity Game 5:00 PM – Meet & Greet at Home Team(TBD) 8:00 PM

SPONSORSHIP INFORMATION

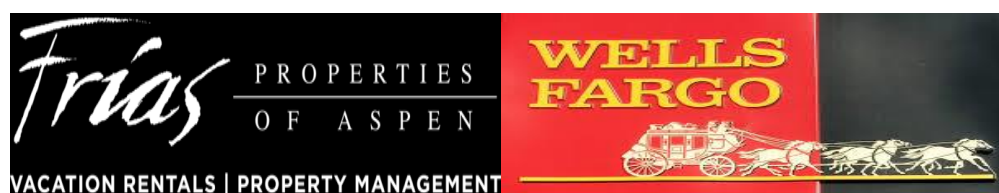
All-Star Sponsor (Woody Creek Distillers – Title Sponsor) –\$20,000 Inclusion in all print materials/media / P.R. including save the date postcard, previous participant contact letter, sponsorship packet, and registration packet Inclusion in all event signage and promotional collateral (2) Golf team entries (includes one Athlete/Celebrity per team), (2) Fly Fishing parties (Fishing group contain (1) Athlete/Celebrity, (2) open spots & (1) Guide for a total of (4) including guide and athlete), (2) Green & Gold Hole Sponsor signs, (8) VIP Welcome Party tickets for both September & December, (2) Avalanche Charity Game reserved high top-tables at ice-level (seats 8), (2) Banners to be displayed at the Alumni Hockey Game and Golf Tournament, Product inclusion in golf tournament giveaways to all participants

Hat Trick Sponsor (Presenting Sponsor) –\$12,000 Inclusion in all event signage and promotional collateral (1) Golf team entry (includes one Athlete/Celebrity per team), (2) Fly Fishing parties (Fishing group contain (1) Athlete/Celebrity, (2) open spots & (1) Guide for a total of (4) including guide and athlete, (1) Green & Gold Hole Sponsor sign, (6) VIP Welcome Party tickets for both September & December events, (2) Avalanche Charity Game reserved high-top tables at ice-level (seats 8), (2) Banners to be displayed at the Charity Hockey Game and Golf Tournament, Product inclusion in golf tournament giveaways to all participants

Playmaker Sponsor (Community Sponsor) –\$6,000 Inclusion in all event signage and promotional collateral (1) Golf team entry (includes one Athlete/Celebrity per team), (1) Fly Fishing parties (Fishing group contain (1) Athlete/Celebrity, (2) open spots & (1) Guide for a total of (4) including guide and athlete, (1) Green & Gold Hole Sponsor, (4) VIP Welcome Party Tickets for both September & December, (1) Avalanche Charity Game reserved high-top table at ice-level (seats 4), (1) Banner displayed at the Charity Hockey Game and Golf Tournament, Product inclusion in golf tournament giveaways to all participants

Power Play Sponsor (Supporting Sponsor) –\$3,500 Inclusion in all event signage and promotional collateral (1) Golf team entry (includes one Athlete/Celebrity per team), (1) Green & Gold Hole Sponsor, (2) VIP Welcome Party Tickets for both September & December events, (1) Avalanche Alumni Charity Game reserved high-table at ice-level with (4) game tickets, (1) Banner to be displayed at the Charity Hockey Game and Golf Tournament, Product inclusion in golf tournament giveaways to all participants

Green & Gold Hole Sponsor \$500 Signage at a golf hole during golf tournament Opportunity to provide a golf hole contest prize and have company representatives present at a golf hole. (2) VIP Welcome Party Tickets for September event



GOLF TOURNAMENT REGISTRATION

Each team entry includes a round of golf at Aspen Golf Club, tournament contests and prizes, tournament goodies, post-tournament awards ceremony, continental breakfast, and barbeque lunch. The deadline to register is Monday, September 6th, 2021

PAYMENT & REGISTRATION INFORMATION

Options (check all that apply)

- All-Star Sponsorship – \$20,000 (includes a Celebrity/Athlete)
- Hat-Trick Sponsorship – \$12,000 (includes a Celebrity/Athlete)
- Playmaker Sponsorship – \$6,000 (includes a Celebrity/Athlete)
- Power Play Sponsorship - \$3,500 (includes a Celebrity/Athlete)
- Golf Team Registration for 4 – \$1,200
 - Add a Green & Gold Hole Sponsorship – \$250 (*\$250 savings*)
- Green & Gold Hole Sponsorship – \$500
- Fly Fishing Registration TBD **If interested please check* – \$TBD

Total Amount: _____

Payment

- Check enclosed (please make checks payable to 'Aspen Junior Hockey')
- Credit card (Master Card or Visa only, please)

Credit Card #: _____ CVV: _____

Expiration Date: _____ Billing Zip Code: _____

Name as it appears on the card: _____

Please complete the Payment & Registration form and Golf Tournament Registration form (if applicable) and return to:

**Aspen Junior Hockey
Attn: Stirling Cup
P.O. Box 3390, Aspen, CO 81612
T – 970.920.7081 | F – 970.544.8034**

A portion of your sponsorship and registration is tax-deductible according to IRS regulations. Please consult your tax advisor for further information. [Aspen Junior Hockey 501(c)3 ID #51-0143083]

Send your questions to AJH Administrative Assistant via email:

jackieayers@aspennjuniorhockey.com or phone: 970-920-7081

Visit our website: www.aspenjuniorhockey.com and like us on Facebook 'Aspen Junior Hockey' & Instagram!