



The Lancaster County Youth Amateur Hockey League (LCYAHL) is a not-for-profit organization that was founded in 1971. The LCYAHL owns and operates the Lancaster Ice Rink and Lancaster Firebirds.



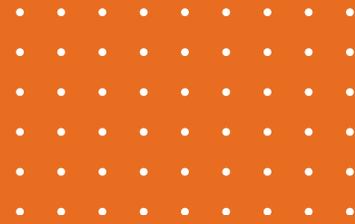
# ABOUT US

The LCY AHL is in our 54th year as a pillar of the Lancaster County community providing quality recreational sports. Our programs include Youth Hockey, Learn to Skate, Learn to Play, Figure Skating, Adult Hockey, and Public Skate. We are also home to several local high school and middle school hockey teams as well as two Millersville University teams!

## Lancaster Firebirds

The Lancaster Firebirds are dedicated to player development and investing in our players to help them become the best hockey players possible. The Firebirds also place an emphasis on teaching players the “how” of playing the game at the peewee level and above. This includes teaching offensive and defensive teamwork in all phases of the game. While winning is an important consideration, it is not the only one. The Firebirds place a priority on player development over scoreboard success.

# SPONSORSHIP OPPORTUNITIES



## Center Ice Banner

**\$12,000**

**3 year commitment /  
\$4,000 annually**

This sponsorship level will help grow your company's brand in the local community. Sponsorship includes your company logo and name on an extra large banner hanging above center ice.

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This sponsorship level will help grow your company's brand in the local community. Sponsorship includes a your company logo and/or name on the scoreboard .

## Scoreboard

**\$9,000**

**3 year commitment/  
\$3,000 annually**

## Large Banner

**\$7,500**

**3-year commitment/  
\$2,500 annually**

This sponsorship level will help grow your company's brand in the local community. It includes your company's logo on a large 10 ft by 8 ft banner inside the rink on the wall opposite the viewing stands. Additional sizes available.

# SPONSORSHIP OPPORTUNITIES



## Dasher Board

**\$2,100**

**3 year commitment /  
\$700 annually**

This sponsorship level will help grow your company's brand in the local community. Sponsorship includes a dasher board advertisement (~32" x ~94") on the bench side of the rink visible from the stands.

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This sponsorship level will help grow your company's brand in the local community. Sponsorship includes a dasher board advertisement (~17" x ~72") on exterior of the boards which is visible when rink is entered from the lobby.

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## Exterior Dasher Board

**\$4,500**

**3 year commitment /  
\$1,500 annually**

## In-Ice

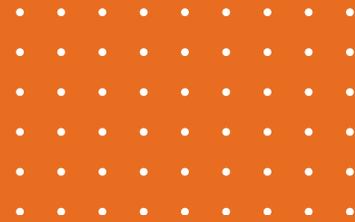
## Logo

**\$7,500**

**3 year commitment /  
\$2,500 annually**

This sponsorship level will help grow your company's brand in the local community. It includes your company's logo near center ice visible from the stands.

# SPONSORSHIP OPPORTUNITIES



## Interior Glass

**\$1,500**

**3 year commitment /  
\$500 annually**

This sponsorship level will help grow your company's brand in the local community. Sponsorship includes window advertising on the 4 ft x6 ft glass panels on the visitor's end of the ice. Advertising would be visible from the stands and floor viewing areas.

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This sponsorship level will help grow your company's brand in the local community. Sponsorship includes a large floor advertisement (~ 5 ft diameter) on the upper viewing level by the viewing stands. Additional sizes available.

## Large Floor Advertising

**\$1,500**

**3 year commitment /  
\$500 annually**

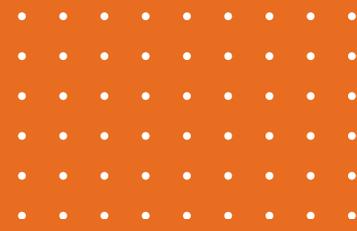
## Step Riser Advertising

**\$900**

**3 year commitment /  
\$300 annually**

This sponsorship level will help grow your company's brand in the local community. It includes your company's logo on the step risers (~6" x 48" on 6 steps) on the staircase to the upper viewing area.

# NOT JUST LOCAL ADVERTISING



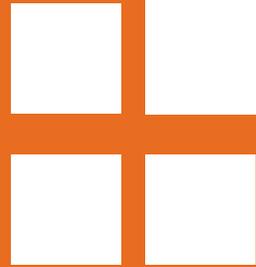
The Lancaster Firebirds Youth Hockey Organization is currently playing in the Atlantic Hockey Federation (AHF). Your brand will be exposed to many of the teams in this league. Each weekend there are between 6-10 games including opponents pictured on the map below.

This allows your sponsorship to be seen by not only the local Lancaster community, but all of southeastern and central Pennsylvania, including Philadelphia and the surrounding suburbs!



# OUR COMMUNITY IMPACT

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There are over 750 participants, including youth hockey teams, adult leagues, learn to skate clinics, and learn to play hockey clinics, figure skating and public skating, a diverse market that includes patrons from outside of the Lancaster area, that will see your advertisement repeatedly.

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The rink is open year round and on average 175,000 skaters and spectators come thru the door. Your business will gain repetitive exposure to highly active participants, their families and spectators.



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Your advertisement is reinforced over and over with a diverse market each time patrons attend a practice, game, figure skating and/or public skating.

Typical patrons attending a practice, game and/or figure skating are in the rink for an hour or more each visit, up to multiple times per week



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**Lancaster ice Rink**



# CONTACT US

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● ————— **Lancaster Ice Rink**