



2016-17

AHAI SPONSORSHIP / AD Program

AHAI offers several marketing and advertising opportunities on the following communication vehicles within AHAI. They include the AHAI website (www.ahai.org), AHAI's e-news site (www.ahaienews.com), AHAI's electronic newsletter (*Snapshot*) distributed bi-monthly to over 33,000 individual e-mail contacts, Facebook, Twitter and printed materials such as the AHAI Annual Guidebook and the State Tournament Programs.

In addition, AHAI offers a direct marketing package that reaches over 33,000 members' households. AHAI can segregate your message/ad into specific age groups, genders, zip codes, etc.

STANLEY CUP PACKAGE — COST: \$3,000.00

You will receive two (2) direct marketing e-mail that reaches over 33,000 individual e-mail contacts. Your logo will also be positioned on the left side bar on www.ahai.org and www.ahaienews.com websites. Your logo will also be positioned on the front page of AHAI's electronic newsletter (*Snapshot*) - from October thru March — a total of six (6) months (*12 issues*). In addition you will receive a full page ad in all of the State Tournament Guidebooks (*Tier I, Tier II, Girls, High School, Weekend of Champions, United Center State Championship Day*). You will also receive twelve (12) posts/tweets on all of AHAI's social media outlets (*Facebook and Twitter*).

POWER PLAY PACKAGE — COST: \$1500.00

This package includes one (1) direct marketing e-mail to over 33,000 individual e-mail contacts, your logo on www.ahaienews.com (*October thru March*), six (6) posts/tweets on all of AHAI's social media outlets (*Facebook and Twitter*) and a half page (1/2) ad in all of the State Tournament Guidebooks (*Tier I, Tier II, Girls, High School, Weekend of Champions, United Center State Championship Day*).



HAT TRICK PACKAGE — COST: \$750.00

This package includes two (2) direct marketing e-mails to over 33,000 individual e-mail contacts and a quarter page (1/4) ad in all of the State Tournament Guidebooks (*Tier I, Tier II, Girls, High School, Weekend of Champions, United Center State Championship Day*).

GOAL LINE PACKAGE — COST: \$500.00

This package includes your logo on www.ahaienews.com (*October thru March*), four (4) posts/tweets on all of AHAI's social media outlets (Facebook and Twitter) and a quarter page (1/4) ad in all of the State Tournament Guidebooks (*Tier I, Tier II, Girls, High School, Weekend of Champions, United Center State Championship Day*).

RED LINE PACKAGE - COST: \$350.00

This package includes (1) direct marketing e-mail to over 33,000 individual e-mail contacts and (1) post/tweet on AHAI's social media outlets (*Facebook and Twitter*).

BLUE LINE PACKAGE — COST: \$150.00

This package includes a business card size ad (3.5 x 2") ad in all of the State Tournament Guidebooks (*Tier I, Tier II, Girls, High School, Weekend of Champions, United Center State Championship Day*).

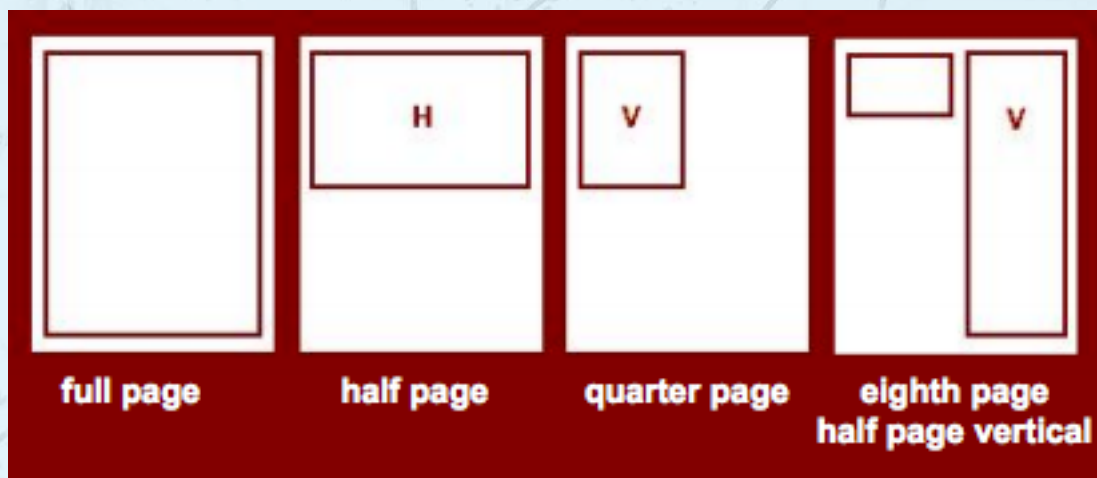
THE ASSIST PACKAGE — COST: DETERMINED INDIVIDUALLY

This package is for groups who provide in-kind goods and services to AHAI. The pricing and level of sponsorship will be determined on an individual basis by the AHAI Marketing Committee based on the perceived value of the in-kind goods and services provided.



AD PLACEMENT AND SPECIFICATIONS

Ads are available for placement in the sidebar section of each publication. All ads should be submitted in .jpg or .gif format at a resolution of 72 dpi. The ad will link to a landing page specified by you and will include ALT tags and size specifications to ensure proper formatting. Space is limited to non-competing advertisers, ensuring prime placement of ads. All ads will be labeled as such. Specific ad specifications will be provided at time of sale.



ADVERTISING POLICIES

AHAI reserves the right to refuse material it deems inappropriate and to limit the number of advertisements accepted for each issue. Payment for all advertisements is due at the time materials are submitted.

PRODUCTION SCHEDULE

AHAI's electronic newsletter (*Snapshot*) is published bi-monthly. All other publications are determined by the time of the season events are conducted. Individual production schedules will be provided at time of sale.