

March 1, 2023

Hello –

We hope this letter finds you, your business, and your family well. We're writing to you on behalf of the Madison Gay Hockey Association (MGHA), a hockey league originally established in 2006. With over 200 skaters across 16 teams and 3 levels of play, the MGHA is now the largest LGBTQ+ hockey association in the world!

MGHA is a non-profit organization and adult developmental ice hockey league committed to providing opportunities for those who have historically been marginalized, excluded, or felt uncomfortable in traditional sports settings to learn and teach ice hockey in a safe, supportive, and fun environment. We aspire to the highest standards of sportsmanship and promote integration of the wider Madison community into the LGBTQ+ community. In addition to providing ice time, referees, and uniforms, the MGHA also offers gear assistance and scholarships for those in financial need.

Our 2023-2024 MGHA season will kick off in September with clinics, scrimmages, and practices. Our league games will begin in late October or early November and continue through March 2024. All our clinics, scrimmages, practices, and games are held on Sunday evenings at Capital Ice Arena in Middleton. Each week teams from face-off, while players and the community can gather, socialize, and cheer on the 8 weekly games.

We want hockey to be accessible to all, and for us to extend our mission into the community and make hockey easier to access for all players, we are asking members and businesses in our local community to please consider a sponsorship or donation. We would be extremely grateful for your assistance. Additionally, your donation would be tax-deductible since we are a registered 501(c)(3) nonprofit organization.

On the reverse side of this letter you can see all of the levels of sponsorships and possible donation opportunities. You can also visit the Donate page on our website for more details: <https://www.madisongayhockey.org/donate/>

Donations and sponsorship checks should be made out to **MGHA** with "MGHA Sponsorship" as the memo, and mailed to:

MGHA
PO Box 45092
Madison, WI 53744

For league sponsors, please email a high-quality company logo to sponsorship@lists.madisongayhockey.org. Due to t-shirt and jersey printing deadlines, sponsorship funds and logo files should be submitted **no later than September 30th, 2023**.

Thank you for considering a donation to the MGHA! We hope you can come out to watch us this season!



"Hockey has the aura of being a hyper-masculine sport with no place for women or gay men. I like that they [Madison Gay Hockey Association] are breaking down that wall by saying, 'You have a place with us. You have a place in hockey.'"

– Ted Rybka, Director of Sports Media for GLAAD

MGHA League Sponsorship Opportunities

Gold Level Sponsor – \$6,000+

Mention at all events and league communications, with prominent company logo on MGHA season t-shirts, all player jerseys, MGHA banner, the MGHA website, and Official MGHA Game Pucks*.

Silver Level Sponsor – \$2,000+

Mention at all events and league communications, with a prominent company logo on MGHA season t-shirts, 4 team's player jerseys, MGHA banner, and on the MGHA website.

T Shirt Sponsor – Major \$1,000+ / Minor \$200+

Company logo on MGHA season t-shirts that are given to all players at the beginning of the season. Major sponsors will be featured prominently.

Team Sponsor – \$600 per team

Company logo on a team's player jerseys and on MGHA season t-shirts.

Banner Sponsor – Major \$500+ / Minor \$100+

Company logo on the MGHA banner that will be used for all recruiting and outreach events for multiple seasons. Major sponsors will be featured prominently.

Player of the Game Puck Sponsor* – \$500+

Two-color company logo alongside MGHA logo on pucks that are awarded for player/play of the game for all MGHA teams for one season. Additional costs for mutli-color logo on pucks. **Limited to one sponsor per season.*

Official MGHA Game Puck Sponsor* – \$300+

Full side two-color company logo on all game pucks for one season (opposite side features MGHA logo). Additional costs for mutli-color logo on pucks. **Limited to one sponsor per season.*

Bar / Restaurant / Event Social Sponsor – \$100 per Sunday night (minimum of 3, maximum of 10)

Mention at the start of that week's games, in league communications, and on social media. Company logo on MGHA season t-shirts. We will also do our best to encourage folks to organize a league social outing to your venue/event during the season.

In-Kind Donations

We accept in-kind donations from company sponsors. These could be gift cards/certificates, coupons, services, etc. We may include these in-kind sponsorships on banners, t-shirts, website, etc. based on the level of donation.

Scholarships and Other Donation Opportunities

You can donate to the General Scholarship Fund, the BIPOC Scholarship Fund, or our Gear Assistance Program to support players who need financial assistance. Learn more at <https://madisongayhockey.org/donate>

****All company sponsors' logos will be featured on the MGHA website. Ask us about our volume pricing!*

Questions about any level of sponsorship or donations? Email us at sponsorship@lists.madisongayhockey.org