



Become a Hockettes Sponsor

Hockettes Program Goals:

To provide a positive, meaningful experience for everyone involved in the Hockettes program

To maintain the Hockettes' reputation as a world-class Synchronized Team Skating Program

AAFSC-HOCKETTES ERIN DONOVAN, DIRECTOR

Ann Arbor Ice Cube
2121 Oak Valley Drive

Website: <http://hockettes.com>
Facebook: Hockettes Synchronized Skating Team
Twitter: @hockettesynchro
Instagram: @hockettes_synchro_teams



As the nation's first synchronized skating team - established in 1956 in Ann Arbor, MI - the Hockettes organization has a long-standing tradition of excellence. We are dedicated to enhancing the lives of our young skaters, through the spirit of **TEAM**.

The mission of the Ann Arbor Figure Skating Club - Hockettes Synchronized Skating Program is to provide a positive opportunity for skaters to compete, perform, excel and enjoy Synchronized Team skating while learning the skills of commitment, dedication, team work and sportsmanship while maintaining the highest competitive standards



An Invitation to Sponsor

Dear Business Owner:

With skaters aged 6 - 18 years, the Hockettes organization is dedicated to making a positive impact on the children involved in the sport of synchronized skating. The values and lessons of commitment, dedication, teamwork and sportsmanship that the skaters learn through their participation will shape and grow them during their childhoods. Synchronized skating allows a figure skater the opportunity to benefit from the team aspect of the sport, a great experience for the young athlete.

Like most amateur teams that compete at a National and International level, the costs are significant. Coaching, training, on and off-ice wardrobes, equipment, and travel expenses are chief among those costs. When the Hockettes teams travel to competitions, they represent our local communities and the United States through U.S. Figure Skating, the governing body for all figure skating in the United States.

Synchronized skating is the fastest growing discipline within the U.S. Figure Skating Association. We are proud to claim the origin of this sport with the forming of the Hockettes in 1956 in Ann Arbor, MI. Teams of 12-16 skaters perform fast-paced routines consisting of complex formation, intricate transitions and unique choreography.

By Sponsoring our teams, you will be helping our skaters realize their goals and skate with an elite tradition. We can assure our sponsors of two things: 1. 100% of any funds contributed will go directly to benefit the skater-athletes. 2. Your sponsorship will be utilized and appreciated.

Enclosed is a list of ways that you may help sponsor our teams, as well as additional information about the sport, our history, and where we are going. Please take a minute to review these items. If you have any questions don't hesitate to contact us!

We would like to thank you for your consideration of becoming a Corporate Sponsor. Your assistance may very well help a future National, World or Olympic athlete achieve their goals.

Sincerely,

Erin Donovan, Program Director

2017/2018 Hockettes





History of the sport

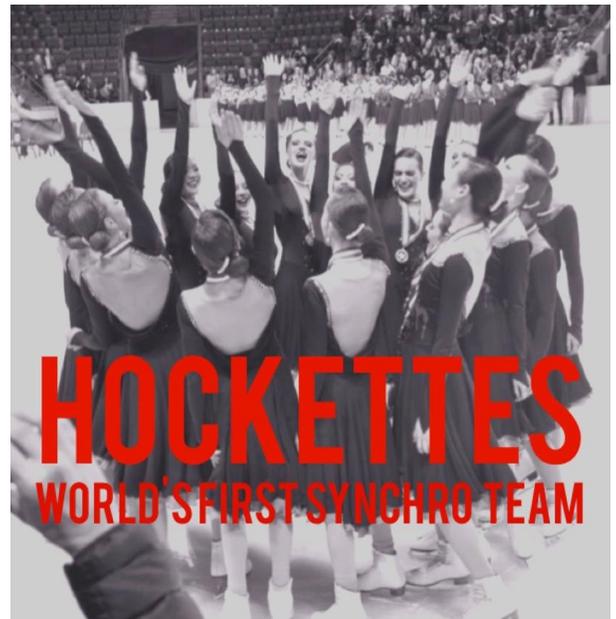
In 1956, the first synchronized skating team was formed by Dr. Richard Porter, who became known as the 'father of synchronized skating'. The 'Hockettes' skated out of Ann Arbor, MI and entertained spectators during intermissions of the University of Michigan Hockey Team. In the early days, precision skating (now called Synchronized) resembled a drill team routine, or a precision dance company such as The Rockettes.

During the 70s, the interest for this new sport spawned tremendous growth and development. As each season passed, more and more teams were developing more creative

and innovative routines incorporating stronger basic skating skills, new maneuvers and more sophisticated transitions with greater speed, style and agility. Due to the enormous interest in the sport in North America, the first official international competition was held between Canadian and American teams in Michigan in March 1976. With the internationalization of the sport, it has evolved rapidly, with increasing emphasis on speed and skating skills, and "highlight" elements such as jumps, spirals, spins, and lifts that originally were not permitted in competition.

There are international synchronized skating competitions at the Senior, Junior, and Novice Levels. The top junior teams from around the world compete at the ISU Junior World Championship, held in a different location every year. Other long-running and major international events attracting elite teams include the French Cup, Spring Cup, Neuchâtel Trophy, Cup of Berlin, Zagreb Snowflakes Trophy, Prague Cup and the largest Synchronized Skating Competition in the Midwest, the Dr. Porter Classic, held annually right here in Ann Arbor, MI at the Ann Arbor Ice Cube.

2017/2018 Hockettes





Hockettes Produce Results!

And travel the world in the process!

**2016 - U.S Synchronized Skating Championship
Top Five Finish**

**2016 - Midwestern Sectionals
Silver and Bronze Medalists**

**2016 - Mid-American
Grand Champions**

**2014 & 15 - U.S Synchronized Skating
Championship Bronze Medalists**

**2014 - Midwest Sectional
Championship Silver Medalists**

**2014 - Mid-American
Grand Champions**

**2007 - U.S. Synchronized Skating
Championship Gold Medalists**

**2001— French Cup—Gold Medal
(France)**

Sponsorship Opportunities

Legacy \$5,000 Plus

- ◆ Included in our 'Thank You for Sponsoring' Ad in the Dr. Porter, MIDs and Nationals Programs
- ◆ Featured on our 'Thank You Sponsors' Digital Board at the Ann Arbor Ice Cube - prominently displayed
- ◆ Your Company Logo featured on www.Hockettes.com w/ a click-through to your website
- ◆ Additional visibility at our Dr. Porter Competition
- ◆ Custom Sponsor Appreciation Plaque
- ◆ Regular, Individual recognition through our Social Media outlets: Facebook, Instagram & Twitter featuring your company logo and link to your website and social media
- ◆ Thank You letter

Olympian \$3000

- ◆ Included in our 'Thank You for Sponsoring' Ad in the Dr. Porter, MIDs and Nationals Programs
- ◆ Featured on our 'Thank You Sponsors' Digital Board at the Ann Arbor Ice Cube - prominently displayed
- ◆ Your Company Logo featured on www.Hockettes.com
- ◆ Sponsor Appreciation Certificate
- ◆ Regular, Individual recognition through our Social Media outlets: Facebook, Instagram & Twitter featuring your company logo
- ◆ Thank You letter

Partner \$1000

- ◆ Included in our 'Thank You for Sponsoring' Ad in the Dr. Porter, MIDs and Nationals Programs
- ◆ Featured on our 'Thank You Sponsors' Digital Board at the Ann Arbor Ice Cube - prominently displayed
- ◆ Sponsor Appreciation Certificate
- ◆ Regular, Individual recognition through our Social Media outlets: Facebook, Instagram & Twitter featuring your company logo
- ◆ Thank You letter

Intentional \$500

- ◆ Included in our 'Thank You for Sponsoring' Ad in the Dr. Porter, MIDs and Nationals Programs
- ◆ Sponsor Appreciation Certificate, suitable for framing
- ◆ Thank you post on our Social Media outlets: Facebook, Instagram & Twitter
- ◆ Thank You letter

Friends \$250

- ◆ Thank you post on our Social Media outlets: Facebook, Instagram & Twitter
- ◆ Thank You letter

Alumni Sponsor at any level





Your Sponsorship Counts!

Synchronized skating is an expensive sport. From our beginners through to our international level junior team, donations from sponsors will help keep this sport accessible for those skaters who might not otherwise be able to participate.

Sponsor donations to the Hockettes will be used to reduce the monthly team fees for every Hockette skater. Monthly fees cover the team costs for coaches, costumes, practice ice for the entire season and competitions, as well as competition entrance fees. Donations to Hockettes will not only allow new skaters to try this growing sport, but it will also help to allow current synchronized skaters to continue to participate

Sponsor donations may also be made to a specific team. If a specific team is designated, the money will be used to cover the cost of costumes, required team clothing, team transportation and hotel expenses for skaters at a competition or extra practice ice. Once the current season team costs have been covered, any remaining money will be placed in the Hockette general fund.





2017 CORPORATE SPONSORSHIP

Your Name: _____

Company Name: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Web Site/Social Media: _____

Please send Company Logo (.jpeg) to: hockettesponsorship@gmail.com

*****Please Indicate Your Level of Sponsorship Below*****
2016/2017 Sponsor

- Legacy Sponsor (\$5,000 plus) Olympian (\$3,000)
- Partner (\$1,000) Intentional Sponsor (\$500)
- Friends (\$250) Alumni Sponsor Designation (Any level)
- I would like my Sponsorship to benefit the overall Hockettes Organization

Please utilize my Sponsorship to benefit the following Hockettes Team: _____

Please utilize my Sponsorship for the following purpose: _____

I would like to provide the following Goods or Service _____ to _____
Valued at \$ _____

Your donation is tax deductible through the Ann Arbor Figure Skating Club's 501 c3 designation. A contribution letter will be provided to the sponsor, indicating that the contribution has been made to a 501 c3 organization

*****Method of Payment*****

- Enclosed is my check made payable to: **AAFSC - Synchro**
- Please charge my: Mastercard Visa Discover
- Card #: _____ Security Code: _____ Exp Date: _____
- Cardholder Name: _____ Signature: _____
- Total Amount: _____

Please return completed Sponsorship Form to: Attn: Michelle Spiess- Hockettes Sponsorships ■ 2121 Oak Valley Dr. Ann Arbor, MI 48103