



Northeast Generals—Sponsor Packet



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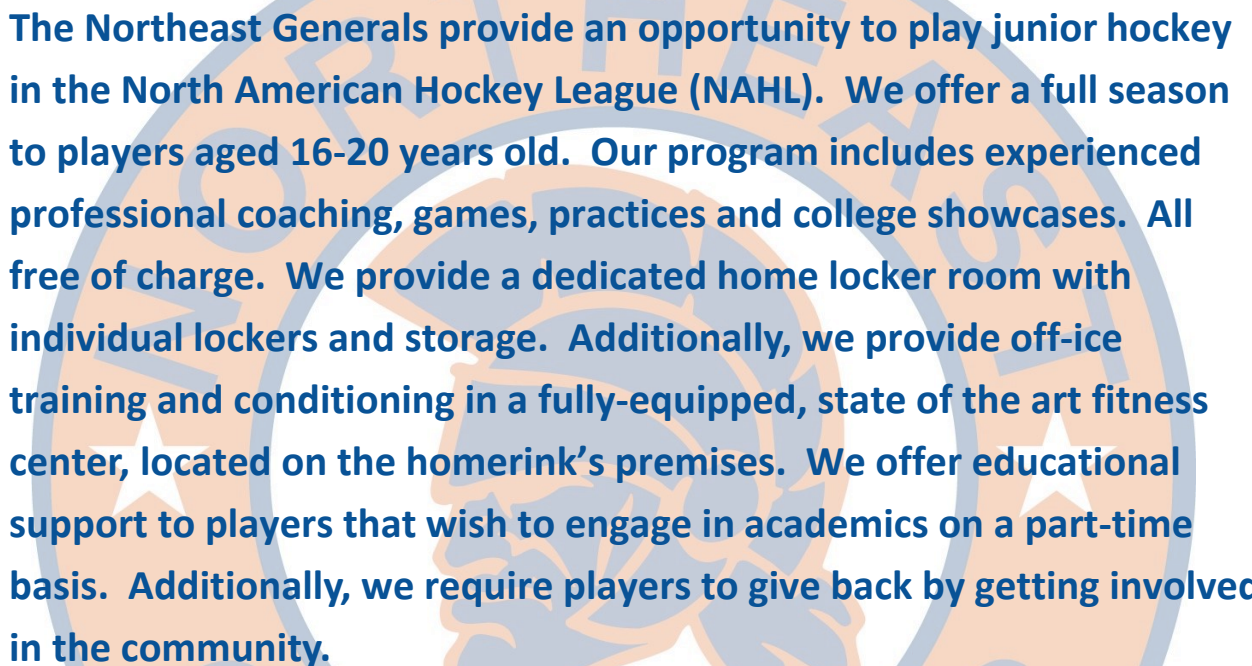


The Northeast Generals are an organization who values the highest standards of conduct, performance, and respect, we sell an exemplary hockey experience for young men who wish to learn, grow and achieve on and off of the ice.

The Northeast Generals Tier II NAHL team is looking for sponsors for the 2016-2017 season. The Northeast Generals are dedicated to producing excellent hockey players and excellent people. With your help we will be able to offer players a once in a lifetime opportunity to showcase their talents to Colleges.

About The Northeast Generals

The Northeast Generals provide an opportunity to play junior hockey in the North American Hockey League (NAHL). We offer a full season to players aged 16-20 years old. Our program includes experienced professional coaching, games, practices and college showcases. All free of charge. We provide a dedicated home locker room with individual lockers and storage. Additionally, we provide off-ice training and conditioning in a fully-equipped, state of the art fitness center, located on the homerink's premises. We offer educational support to players that wish to engage in academics on a part-time basis. Additionally, we require players to give back by getting involved in the community.



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The New England Sports Village
Attleboro, MA

NAHL

NESV HIGHLIGHTS

At its core, the New England Sports Village is a place where athletes of all ages and abilities can push themselves to reach their maximum potential in a state-of-the-art sports village. By creating a campus like setting, NESV promises to be a destination offering families superior activities all in one location, including hockey, swimming, soccer, basketball, volleyball, softball, baseball, gymnastics, dance, martial arts, and many others.

NESV will offer two full NHL ice surfaces and one half ice rink with locker rooms and full amenities. One surface will offer stands on one side of the ice surface and an indoor, heated viewing area on the other side. This area can also be converted into an indoor street hockey/basketball surface during the summer months. The second surface will offer stands on three sides and will be a premier, spectator ice surface for year-round hockey. This surface will also house regional tournaments.

The ice facility will feature over 100,000 square feet of improvements including the ice surfaces, concessions, a family entertainment center, restaurant, and training center, all adding to NESV's ability to be a destination for the entire family.



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New England Sports Village
Attleboro, MA

NAHL

- 53 million dollar private funded project
- 105 acre sports village located adjacent to Route 95 in Attleboro
- 3 state of the art buildings dedicated to soccer, lacrosse, football, baseball, softball, basketball, hockey, figure skating and swimming.
- 150 room on-site hotel with restaurant, lounge, arcade etc.
- Capacity to host multiple tournaments/events simultaneously



- 15,000+ athletes currently signed up to use the sports village as their home playing facility starting in 2016
- Ideal community center for both Massachusetts and Rhode Island.
- Strong partnerships, including former NHL Hockey players, Collegiate Hockey Coaches and players

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The Northeast Generals have many opportunities for you to partner with us to reach some of the most enthusiastic sports fans in the area. This list is just a start. Give us a call and we can work with you and your budget to build an effective program on and off the ice.

Sponsorship Opportunities

Category: In-Rink

Dasher Board

8ft x 2ft ad on dasher boards in three arenas

Ice Logo

Company logo in the ice

Arena Banner

8ft x 4ft banner on the wall in the arena

NESV Signage/Banners

There are opportunities for signage throughout NESV.

All rink signage/banner can be posted throughout the complex and remain in place for all the activities that take place in the NESV

Category: Player Sponsorship

Jersey Patches

Company logo patch on the game jersey of every Generals player

Helmet Decals

Company logo patch on the game helmet of every Generals player

Pants

Company logo patch on the game pants of every Generals player

Game Warm-Up Jerseys

Company logo patch on the pre-game jersey of every Generals player

Practice Jerseys

Company logo patch on the practice jersey of every Generals player

Category: Media Opportunities

Website

Banner ad linking directly to company website

Podcast

Sponsor name mentioned as “Brought to you by”

Weekly Web TV Show

Company logo appears on screen throughout the show

In Game TV

Company commercial appears on the dedicated screen in the arena during the game

Pocket Schedules

Planning to distribute ten thousand in many locations in and around SE Mass. and Rhode Island [Ticket Back](#)

Company name printed on back of tickets

Phone App

Company name sponsoring the Generals Phone App

* Item Choices TBD

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Sponsorship Opportunities

Category: In Game

In-Game Mentions

Company mentions played during breaks in play

Lineup Card

Company Logo on lineup card

Giveaways

Company Logo featured on giveaway at all home games

Game Night Sponsorship

Tonight's game is named after your company

Game promoted on website and social media

Sponsor has full rights to distribute promotional

items at game Sponsor is offered a booth or table

at the game to reach fans Generals player appears

at booth pre-game

Chuck-A-Puck, etc.

Company sponsors activities between periods

Category: Promotion Opportunities

Team Meet and Greet

Players and Coaches appear at your location to sign autographs

and to interact with guests

Mascot Sponsorship

Generals mascot has company logo

Join the Generals Team

- NESV is our home but it's also home to the 95 Giants, North Attleboro High School, DAJ Hockey, Lovell Hockey, Bishop Feehan High School, GDS Goaltending, KPW Hockey, Athletic Performance Training, Attleboro High School, New England Senior Hockey League, the Yankee Conference and countless other soccer, lacrosse, field hockey, tennis and swim teams. Your company will be promoted every day throughout the year – not just Generals' game days
- The Generals are part of the community. You will see our players at local schools, local businesses and community and charitable events
- Just like our players, we will give you our best effort every day to help promote your company to our fans and friends through creative events, promotions and giveaways
- Our goal is to bring fun, family entertainment to the area. You can associate your brand with our brand to help create the best experience for players and fans