



KNOXVILLE ICE BEARS BOOSTER CLUB

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Knoxville, Tennessee 37950
www.KIBBC.com

May 10, 2017

To Whom It May Concern:

The Knoxville Ice Bears Booster Club (the "KIBBC") is a 501(c)(3) non-profit organization dedicated to supporting the players of the Knoxville Ice Bears hockey team of the Southern Professional Hockey League, many of whom are away from their support networks for the first time.

The players have come a long way (some from overseas, many more from Canada, but most are from places far from Tennessee) in order to play the sport that they – and we - love, and receive only the limited salary allowed under the league's strict salary cap. Without the Booster Club's support they could not afford to furnish their apartments with even the most basic furnishings. As the team's "home away from home," we provide furniture, household effects (including towels, bedding, kitchen utensils, pots and pans, and so much more!), and welcome baskets to help them feel a sense of comfort upon their arrival in Knoxville.

In addition, we provide home cooked meals with a family atmosphere for Thanksgiving and Christmas and a morale-boosting family dinner again right before the playoffs. We provide the team with water, sports drinks, and snacks for away game road trips. We also provide the away teams and on-ice officials a post-game meal, as required by the SPHL regulations.

We are proud to announce that for the 4th consecutive season, KIBBC will be furnishing the team with stylish jerseys to wear during their pre-home game warm-ups. They are worn in front a loud local crowd averaging in excess of 2,000 people, 28 games a year, over the span of six months. At the end of every season, these warm-up jerseys are auctioned to fans. The following year, those jerseys are then worn to games and events by those who have purchased them.

We are currently offering corporate sponsorships to area businesses for the 2017-2018 season. Sponsorship patches will be placed on the jerseys and prices are based on the size of the patch. As we are a 501(c)(3) organization, please note that all contributions are tax deductible!

Sponsorship levels are as follows:

- \$250 Approximately a 4"x4" patch and your logo with a link-back to your website on OUR website, KIBBC.com.
- \$500 Approximately a 4"x8" patch and your logo with a link-back to your website on OUR website, KIBBC.com.

Sponsors who spend more than \$1,000 will have industry exclusivity. That is to say that if you own a car dealership and contribute more than \$1,000.00, yours will be the ONLY car dealership advertising on the jersey. Act quickly to secure your industry exclusivity!

- \$1,000 Approximately a 4"x16" patch and your logo with a link-back to your website on OUR website, KIBBC.com, and industry exclusivity!
- \$2,000 Two 4"x16" patches (one on the front, one on the back); a personalized jersey; your logo with a link-back to your website on OUR website, KIBBC.com; a shout-out on our social media accounts on Facebook and Twitter, and industry exclusivity!
- \$4,000 Two 4"x16" patches (one each on the front and back) and two 4"x8" patches (one on each sleeve); two personalized jerseys; your logo with a link-back to your website on OUR website, KIBBC.com; and a shout-out on our social media accounts on Facebook and Twitter, and industry exclusivity!

Contact Michelle Jephcott (mc.jephcott@gmail.com) if you would like to discuss a larger sponsorship level than those mentioned above!

Please help us help these players who bring such heart, soul, and personalities to Knoxville and who help prove that Nashville isn't the only hockey town in Tennessee!

Very truly yours,



Michelle Jephcott
KIBBC Jersey Committee Chair



Loretta Cravens
KIBBC President