

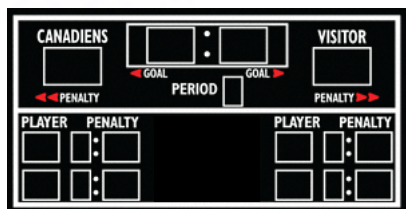
BY THE NUMBERS



1,000+: Total # of family fun day attendees



22 TEAMS
400+ adult hockey



43 GAMES
OVER 9 DAYS



\$1,250,000+ RAISED
SINCE INCEPTION IN 2011

\$200,000 GOAL
IN 2024



**ALBANY COUNTY
HOCKEY FACILITY**
APRIL 20 - 28, 2024

BENEFITTING:

**building
on love**



And Other Great Local Causes

www.capitalcupforkids.com

SPONSORSHIP LEVELS

Presenting Sponsor - \$7,500+

** 1 available to join Confirmed Sponsor: LEXUS **

Presenting Sponsorship of the largest adult hockey tournament in the region *

- Logo & name recognition on all marketing materials, including website, brochures, flyers, Facebook, press releases, check presentation, etc.
- * Category Exclusivity
- * Company Banner and/or info table /display in the Arena lobby for the duration of the tournament
- * Prominent Display at Family Day
- * Logo on participant t-shirts
- * Logo on tournament pucks
- * Full page (5.5" x 8.5") color ad on back cover or an inside cover of the event program
- * Weekly ads on social media pages
- * Opportunity to include promotional and informational items in the player gifts bags.
- * Right of first refusal in 2023

Stanley Cup Sponsor - \$3,500

(4 available)

Sponsorship of one of our 4 Divisions

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Full page color ad in the event program
- * Display at Event & at Family Day
- * Minimum of 4 ads on social media Pages

Building on Love is a 501(c)(3) organization.
Federal Tax ID # is 27-0524296

Copies of our financial reports are available from the State of New York Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271 or on our website: www.buildingonlove.org

SPONSORSHIP LEVELS Cont'd

"Family Day Sponsors" - \$2,500

(8 available)

Saturday, April 27 -A day filled with hockey, family and friends. free food, games and activities.

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Full page color ad in the event program
- * Display at Family Day
- * Minimum of 2 ads on social media pages

Power Play - \$1,500

(30 available)

Sponsorship of one of our 24 Teams

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Full page color ad in the event program
- * Logo on event banners

Hat Trick- \$1,000

(30 available)

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Logo on event materials (program, banners, etc.)

Hero - \$500

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on in-arena sponsor banner

Hope - \$250

- * Listing as a sponsor on the Capital Cup for Kids website

*Questions? Contact Jeff Yule at
518-237-3778 or via email at
jjule@buildingonlove.org*

REGISTRRTATION FORM

Check the sponsorship you would like:

- ___ Presenting Sponsor: \$5,000
- ___ Stanley Cup: \$3,500
- ___ Family Day: \$2,500
- ___ Power Play : \$1,500
- ___ Hat Trick: \$1,000
- ___ Hero: \$500 ___ Hope: \$250

Please print your name or business exactly as you wish it to be listed on printed materials.

YOUR NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

E-MAIL: _____

___ Payment in full enclosed
(checks payable to Building on Love)

___ Please charge my:
 Visa MC Amex Disc

Account #: _____

Exp. Date: _____ Sec. Code _____

Please let us know the player or team you are supporting:

Please return form to:
Building on Love
244 North Mohawk Street
Cohoes, NY 12047
or via email: jjule@buildingonlove.org