



The Chicago Fury remains strongly engaged in programs impacting youth hockey development in our region and would appreciate your shared investment in our youth program.

The Chicago Fury enters 2007 with a high level of excitement as we mark new territory. A new Board of Directors featuring names such as Pulford, Bowman, and Magnuson is in place to steer our organization in the right direction. We are in need of your help to make this program a success. The Chicago fury is looking for you to become a proud sponsor.

The Chicago Fury's home facility is the Arctic Ice Arena in Orland Park Illinois. The Arctic Ice Arena is one of the premier ice arenas in the country. Consisting of 3 ice surfaces with seating capacity of more than 500 and boasting over 900,000 in attendance annually, you can see the marketing possibilities. The Arctic Ice Arena has over 2,000 registered families participating in events ranging from figure skating to men's league hockey and all levels and ages in between. The average family income of attendees is estimated at \$100,000 making this the ideal level to maximize marketing potential. In addition to the relatively high per capita income, a recent survey showed that participating families are brand loyal. The same poll indicated 80% of the surveyed families indicated a willingness to initiate contact with a product and most likely to support a program's sponsoring companies.

The Chicago Fury is a 501c3 entity which would allow a sponsoring company's donation to possibly enjoy a favorable tax status. (Please check with your accountant to verify tax deductibility). The Chicago Fury youth hockey program has girls and boys ranging in age from 8 –18 years old. The Chicago Fury provides an opportunity for players to participate in the highest level of hockey and travel throughout the United States and Canada. Over the years several players have earned college scholarship to prestigious universities such as Notre Dame, and even gone on to play in the professional ranks. This is a great opportunity for your company to support the youth of America keeping them involved in sports and possibly leading to college scholarships or beyond. The Chicago Fury has included the different sponsor package for you to pick from. We look forward to you becoming a sponsor and helping the youth of America realize their dreams.

**The Chicago Fury
Sponsor Director**