

Lehigh Valley Winter Classic 2025



Sponsorship Information

Dear Valued Sponsor,

Please accept this letter requesting donations and sponsorships for the Lehigh Valley Winter Classic being held on February 1st, 2025. All proceeds will benefit Special Hockey of the Lehigh Valley (SHLV), the Lehigh Valley Polar Bears. SHLV provides people in our local community with Autism, Down Syndrome, brain injuries, and other cognitive disabilities an opportunity to play the greatest game on earth: ice hockey.

We are incredibly grateful for the support of our sponsors and community, and we cannot wait to see everyone for this year's event, our 12th Annual Lehigh Valley Winter Classic! As always, every dollar you donate goes directly towards the Lehigh Valley Polar Bears and other special hockey programs across the nation.

Donors of the Classic will receive recognition on our social media platforms, on our website, and at the event. All sponsorship levels and details are attached on the second page.

Statistics about our reach:

- Facebook is our largest platform with 1,600+ followers (+10% growth vs. 2023), a reach of 43,000+ (+5%), and an average of 4,600 interactions per event promotional season
- Our 2024 YouTube live game broadcasts are enhanced through a partnership with a professional local media company. Across the 9 live-streamed games there have been 2,500+ views averaging 10 minutes each and a total of 400+ hours of viewing time
- Instagram has grown significantly from 2023 by incorporating a focus on Reels with a 380% increase in reach, 75% more visitors, and 30% increase in followers
- Our website sees over 2,000 unique and engaged visitors during our event promotion season with 94% being completely new visitors! Of which, there are over 3,000 sessions stemming mainly from organic search, direct (URL), and from Facebook. Each visitor spends an average duration of 3 mins 25 secs per visit and 2.55% complete a checkout averaging \$45
- 79% of our visitors and social following are coming from the PA and NJ areas, followed by 9% in the surrounding DC and NY areas
- Facebook, Instagram, and Twitter are actively used to promote sponsors, event updates, and to engage with our promoters such as the NHL alumni VIPs, media, and our partners
- Since our first event, \$442k has been raised for SHLV and other special hockey programs in the US
- See more about us here: www.LVWinterClassic.com/about-lvwc

Should the Lehigh Valley Winter Classic event need to be changed or cancelled due to circumstances beyond our control (e.g. severe weather), your sponsorship will become a valued donation to Special Hockey of the Lehigh Valley. We appreciate your understanding and deeply appreciate your generosity.

Your sponsorship and donation will be tax deductible pending confirmation from your tax advisor. All transactions through our website will be provided with a receipt.

The SHLV Polar Bears are a 501(c)(3) non-profit organization. Tax ID# is: EIN 47-2444154

Sponsorship payments and donations can be made at LVWinterClassic.com Additionally, checks can be made out to "Special Hockey of the Lehigh Valley"

****PLEASE INCLUDE "Winter Classic" IN THE MEMO LINE and send to:**

Special Hockey of the Lehigh Valley
968 Postal Road, Suite 210
Allentown, PA 18109

Sincerely,

A handwritten signature in black ink, appearing to read 'Adam Bortz'.

ADAM BORTZ

Event Date: Feb 1st, 2025
All Day Event: 8am – 9pm

Bethlehem Municipal Ice Rink
345 Illick's Mill Road

Lehigh Valley Winter Classic 2025



Sponsorship Information

SPONSOR LEVELS

Additional sponsor benefits are in bold as the levels increase - see page 3 for examples

SLAPSHOT | \$100

- Thank you post on our social media with your company name
- You will be listed in text on our website as a proud supporter

BODY CHECK | \$500 **artwork submission deadline Jan. 1st*

- Thank you post on our social media **including your company logo**
- Your **logo** will be listed on our website as a proud sponsor (**small**)

LAMP LIGHTER | \$1,000 **artwork submission deadline Jan. 1st*

- Thank you post on our social media including your company logo (**and clickable link to your website**)
- Your logo will be listed on our website as a proud sponsor (**medium size**; clickable link to your website)
- Your logo will be placed on our Facebook banner as a proud sponsor (**medium size**)
- Your logo will be displayed on glass at the rink during the event (**medium size**)

REFEREE SPONSOR | \$1,000 **artwork submission deadline Jan. 1st*

**Limited availability (1 total available)*

- Thank you post on our social media including your company logo (**and clickable link to your website**)
- Your logo will be listed on our website as a proud sponsor (**medium size**; clickable link to your website)
- Your logo will be placed on our Facebook banner as a proud sponsor (**medium size**)
- Your logo will be displayed on glass at the rink during the event (**medium size**)

HAT TRICK | \$2,500 **artwork submission deadline Jan. 1st*

- Thank you post on our social media including your company logo and clickable link to your website
- Your logo will be listed on our website as a proud sponsor (**large size**; **clickable link to your website**)
- Your logo will be placed on our Facebook banner as a proud sponsor (**large size**)
- Your logo will be displayed on glass at the rink during the event (**large size**)
- **Your logo will be placed on all photos for one game during the event (shared on social media)**

"THE CUP" | \$5,000 **artwork submission deadline Jan. 1st*

**Limited availability*

- Thank you post on our social media including your company logo and clickable link to your website
- Your logo will be listed on our website as a proud sponsor (large size; clickable link to your website)
- Your logo will be placed on our Facebook banner as a proud sponsor (large size)
- Your logo will be placed on all photos for one game during the event (shared on social media)
- Your logo will be displayed on glass at the rink during the event (large size)
- **Your company logo will be printed on all apparel and given preferential placement at event**

Please email our sponsorship team, sponsorships@lvwinterclassic.com, for more information on sponsorship levels and to learn how your company can get involved.

All vector art files can be sent to sponsorships@lvwinterclassic.com

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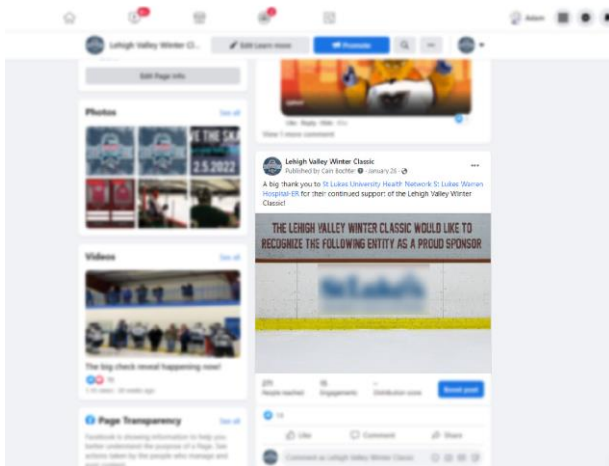


Sponsorship Information

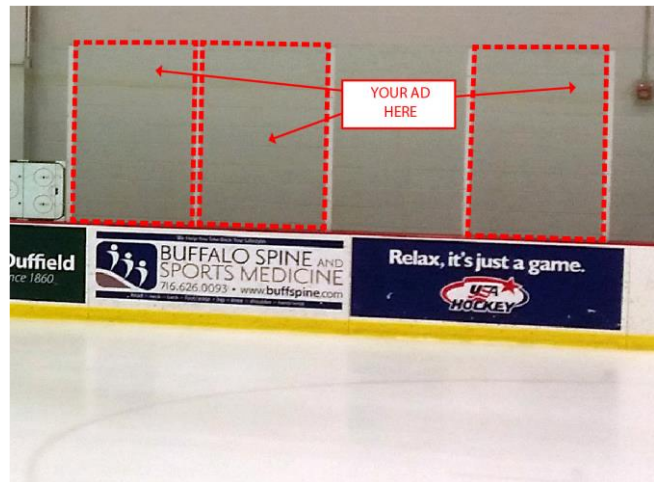
SPONSOR EXAMPLES

This is to represent the likeness of each sponsorship level on the previous page.
Conditions and placement may vary - **please submit all vector artwork before January 1st!**

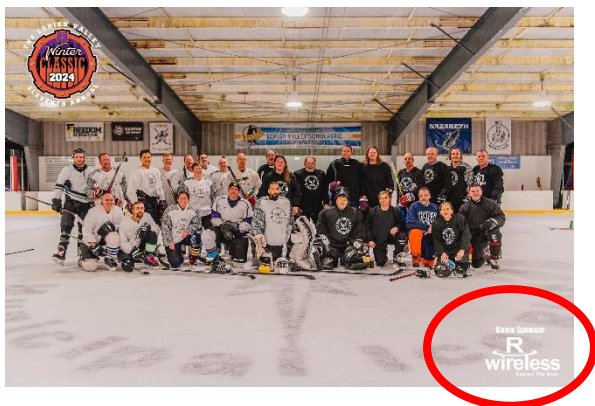
Facebook Post (\$500+)



Logo (glass or boards) (\$1,000+)



Game photos (\$2,500+)



Apparel logo (\$5,000 only)



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