



**WASILLA OUTDOOR
YOUTH HOCKEY
ASSOCIATION, INC.**

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Dear Friend:

Thank you for your interest in youth. We are the Wasilla Outdoor Youth Hockey Association, Inc., a 501(c)(3) nonprofit organization. Our teams are the "Wasilla Wild."

We strive to cultivate the talents and character of kids who want to play hockey. Our mission is to promote the development of character, camaraderie, confidence and skill through the sport of ice hockey and to create and maintain the opportunity for kids to learn and explore the game in a safe, affordable, fun and educational environment.

Our program is much more than inspiring kids to be physically fit and to enjoy the life long sport of hockey. We teach community service by cleaning up the Parks Highway through the Adopt a Highway program. We have an after school study program where kids are mentored by Wasilla High School honor students. Our practices and home games are scheduled economically and conveniently in Wasilla. Our parents, coaches, and other volunteers give generously of their time to benefit the kids we serve.

Attached hereto is a letter welcoming us to the family of NHL Diversity programs. As you can see, one of our major goals is to bring the sport of hockey to the most economically disadvantaged among us. We believe that those of us with the good fortune to satisfy our own needs have an obligation to help those less blessed. Your sponsorship dollars help us in that effort.

Studies show that children today are increasingly drawn to computer games and TV. Meanwhile, youth involved in athletics do better in academic pursuits than those who are lethargic. Obesity and diabetics also threaten those who are not physically active. Please help us grow the good health of kids in our community by becoming one of our sponsors.

We are seeking to raise funds from those persons and companies interested in Wasilla's kids. Hockey is an expensive game which requires \$200-\$300 worth of equipment to start, and fees of \$185 per hour of indoor ice time. This cost has excluded many enthusiastic kids whose families cannot afford the cost. In addition, parents must sacrifice to get their kids to and from the rink and

to get them dressed and undressed. Parents also support our teams through volunteer activities and fundraising.

We do not expect to ever eliminate all expense to our players. Even if we meet our sponsorship goals families will be paying \$400 to \$600 for each child's ice time this year. That cost would be even higher without the support of community minded businesses and individuals. Without the generosity of our sponsors and friends, many of our athletes would not be able to participate. Our hope is that Wasilla Wild kids will one day play on their high school hockey team, and, that their love of the game will keep them entertained and physically fit for decades to come

In a few days you will be contacted by a volunteer in our organization to discuss this opportunity to help children. In the meantime, please reflect on our common goals and what your business might be able to do to join us in this cause. Our sponsorship levels are designed to give your business maximum exposure and to help make any contributions to our efforts tax deductible as an advertising expense. If you have any questions, or would like immediate assistance, please contact our Corporate Sponsorship Chairperson, Critina Monear, 376-4155, Fred Gorsch, our fundraising chairperson, 373-2073, or , myself.

As Red Green would say, "Keep your stick on the ice, and remember, we are all in this together."

In Spirit,

Dick Harren