



## Sponsor one of the Coolest Things in Dubai... Dubai Sandstorms Ice Hockey

The Dubai Sandstorms would like to offer you the opportunity to sponsor youth Ice Hockey for the 2009/2010 season. Picture **your** company name prominently displayed on the jerseys of these up-and-coming young players or exclusively sponsoring a 2-day tournament in Dubai.

Our focus for this season is recruiting **Platinum** and **Gold Sponsors** for each of the 12 house league teams. As a **Platinum Sponsor** (AED 25,000) your company would **exclusively** sponsor one of our house league teams. Your company logo will be exclusively displayed on the back and both sleeves of **your** team's jersey. You will also receive a framed team photo and a signed team jersey at the end of the season. In addition to individual team sponsorship, your company would also receive local media exposure by co-sponsoring a 2-day tournament in Dubai, along with priority sponsorship recognition on the Sandstorms website. Expand your company's community profile by sponsoring one of the coolest things in Dubai.

As a **Gold Sponsor** (AED 10,000) your company would act as the primary sponsor for one of our house league teams. Your company logo will be prominently displayed on the back of your team's jersey. Along with priority sponsorship recognition on the Sandstorms website, you will also receive a framed team photo and a signed team jersey at the end of the season.

The Dubai Sandstorms is a non-profit club which organizes ice hockey for 5-18 year olds in six divisions: Novice, Atom, Pee Wee, Bantam and Midget. Practices and games take place at Al Nasr Leisureland and the Dubai Mall from September until June. Hockey in Dubai is a truly international sport with over 175 players from more than 20 nationalities.

Would your company like to become involved? In addition to **Platinum** and **Gold**, we have other levels of sponsorship: **Tournament** (AED 50,000), **Referee** (AED 15,000), **Silver** (AED 5,000) and **Booster** (no minimum). Details of sponsorship packages are attached.

A member of our sponsorship team, **Dan Pranno, Mike Vander Staak or Isabelle Jones**, will be contacting you in the near future to discuss sponsorship possibilities. Thank you and we appreciate your support!

Dubai Sandstorms Ice Hockey Club

Isabelle Jones

President

[www.dubaisandstorms.com](http://www.dubaisandstorms.com)

### Thanks to our 2008/09 Platinum sponsors

**Cansco**

**Emirates-CAE Flight Training**

**HSBC**

### Thanks to our 2008/09 Gold sponsors

**Vacon**  
**Canadian Business Council**  
**Yellow Pages**  
**Monaco Energy**

**Xstrata**  
**Loon Energy**  
**Ellis Don**  
**Wild Wadi**

**Dr. Nicholas & ASP**  
**Red Sea Housing**  
**Diplomat Freight (DFS)**  
**Jumeirah Group**



# Dubai Sandstorms Sponsorship Opportunities

## TOURNAMENT – AED 50,000 *(There are a maximum of two Tournament Sponsors)*

The Dubai Sandstorms host a yearly tournament with teams from across the Middle East. Tournament Sponsors will act as the primary sponsor and will receive:

- Tournament naming rights and championship trophy
- Primary billing on all tournament banners placed in a prominent position during tournament
- A signed and framed tournament hockey sweater
- A framed tournament team photo

Tournament sponsors will also act as the overall house league sponsor and will receive:

- Recognition of sponsorship highlighted through:
  - Dubai Sandstorms merchandise
  - Dubai Sandstorms website and Tournament program
  - Press and media coverage

## PLATINUM – AED 25,000 *(There are a maximum of four Platinum Sponsors)*

Platinum Sponsors will act as co-sponsors of the Dubai Tournament and will receive:

- Secondary billing on all tournament banners placed in a prominent position during tournament
- A framed tournament team photo

Platinum sponsors will also act as an **exclusive** individual house league team sponsor and will receive:

- Company logo exclusively displayed on house league teams' hockey sweaters (back and both sleeves)
- A signed and framed house league hockey sweater
- A framed house league team photo
- Recognition of sponsorship highlighted through:
  - Dubai Sandstorms website and Tournament program
  - Press and media coverage

House League Team Hockey Sweater





**REFEREE – AED 15,000** *(There is only one Referee Sponsor)*

There is a single opportunity for a company to act as the **exclusive** Referee Team sponsor. The Referee Sponsor will receive:

- Company logo prominently displayed on the Referee’s hockey sweaters
- A Referee hockey sweater suitable for framing
- A framed Referee Team photo
- Recognition of sponsorship through Dubai Sandstorms website and Tournament programs

**GOLD – AED 10,000** *(There are a maximum of eight Gold Sponsors)*

There is an opportunity for 8 companies to act as a **primary** house league team sponsor. Gold Sponsors will receive:

- Company logo prominently displayed on house league teams’ hockey sweaters (back)
- A signed team hockey sweater suitable for framing
- A framed team photo
- Recognition of sponsorship through Dubai Sandstorms website and Tournament programs

**SILVER – AED 5,000** *(There are a maximum of twelve Silver Sponsors)*

There is an opportunity for 12 companies to act as a house league team **co-sponsor**. Silver Sponsors will receive:

- Company logo displayed on house league teams’ hockey sweaters (both sleeves)
- A signed team hockey sweater suitable for framing
- A framed team photo
- Recognition of sponsorship through Dubai Sandstorms website and Tournament programs

**BOOSTER**

Any dirham amount or useful barter item would be appreciated. We will recognize Booster Sponsors through the Dubai Sandstorms website and Tournament programs.





## About the Dubai Sandstorms Ice Hockey Club

- The Dubai Sandstorms Ice Hockey Club is a non-profit organization established in 1993. All operations are run by dedicated volunteers and parents.
- Goals are:
  - To develop players of the United Arab Emirates
  - Provide different types of programs for varying age and skill levels
  - Provide a positive training experience that focuses on hockey and life skills
  - Promote hockey within the United Arab Emirates
- Club emphasizes good hockey skills along with good sportsmanship, positive attitudes, personal commitment and respect.
- Attracts more than 175 players, both girls and boys, annually and is growing in popularity.
- Club caters to players ages 5-18 with six divisions: Novice, Atom, Pee Wee, Bantam and Midget 1 and 2.
- Players come from a wide range of nationalities including Swedish, Finnish, British, Canadian, American, Italian, Australian, Lebanese South African, German, French, Belgian and more.
- Home ice rink is Al Nasr Leisureland with weekly games played at Dubai Mall.
- Practices and games are held twice weekly.
- The Dubai Sandstorms Ice Hockey Club hosts an annual tournament attracting teams from across the Middle East including: Qatar, Kuwait, Saudi Arabia, Al Ain, Abu Dhabi and Oman. We also participate in local tournaments in Abu Dhabi and Al Ain.
- The Club also organizes two annual ice hockey training camps, bringing in professional hockey players for skill development. In 2007-08 one camp was run by Sandy Velenosi from Canada and, for the past 2 seasons, Hall of Fame hockey legend **Jari Kurri** of Finland has run camps in Al Ain and Dubai.
- The Dubai Sandstorms have sent teams to compete in tournaments in Switzerland, Latvia, the Netherlands, the Czech Republic, and Canada.
- In 2008 the Dubai Sandstorms were the first team from the Middle East to compete in the world famous Quebec City pee wee hockey tournament in Canada. The team attracted considerable media attention.



## Contact Information

If you are interested in sponsoring a Dubai Sandstorms ice hockey team or would like more information please contact:

Dan Pranno  
[dpranno@eim.ae](mailto:dpranno@eim.ae) or [dan.pranno@emerson.com](mailto:dan.pranno@emerson.com)  
050 457 3425

Mike Vander Staak  
[mvstaak@hotmail.com](mailto:mvstaak@hotmail.com)  
050 451 9460

Isabelle Jones  
[sandstormspresident@gmail.com](mailto:sandstormspresident@gmail.com)  
050 775 8713



## Dubai Sandstorms Sponsorship Agreement

Please complete the form below and enclose a copy with your payment or send a scanned copy back to:

[sandstormspresident@gmail.com](mailto:sandstormspresident@gmail.com)

Sponsor Information	
<b>Company Name :</b>	
<b>Contact Person :</b>	
<b>Office Phone # :</b>	
<b>Mobile Phone # :</b>	
<b>E-Mail Address :</b>	

Indicate the level of Sponsorship desired	Selection
Tournament Sponsor (AED 50,000)	<input type="checkbox"/>
Platinum Sponsor (AED 25,000)	<input type="checkbox"/>
Referee Sponsor (AED 15,000)	<input type="checkbox"/>
Gold Sponsor (AED 10,000)	<input type="checkbox"/>
Silver Sponsor (AED 5,000)	<input type="checkbox"/>
Booster Sponsor (less than AED 5,000 or barter)	<input type="checkbox"/>

Indicate the payment method	Selection
Check written out to "Dubai SandStorms"	<input type="checkbox"/>
Cash	<input type="checkbox"/>

**Signed:** \_\_\_\_\_

**Print Name / Position:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signed:** \_\_\_\_\_  
Isabelle Jones, President – Dubai Sandstorms

**Date:** \_\_\_\_\_

Distribution

Function	Name
Company Sponsor Contact Person	
Dubai Sandstorms President	<i>Isabelle Jones</i>
Dubai Sandstorms Sponsorship Manager	<i>Dan Pranno</i>
Dubai Sandstorms Chairman of the Board	<i>Mike Vander Staak</i>