



September 2016

Dear Potential Advertisers:

Calgary Northstars Hockey Association is committed to building a foundation for the development of both hockey and life skills among its players.

We enter the 2016-2017 season proud of our past and embarking on a bright future.

An important part of this program is the Association's annual yearbook, which is used to raise financial support for the CNHA's 11 teams that play at the Bantam AAA, AA, Midget AAA, AA, Minor Midget AAA and Junior B levels.

Proceeds from the sale of ad space in the yearbook go toward covering operational costs such as ice time and referees, and to provide funds for specialized player development initiatives.

Your advertisement will also give you an opportunity to showcase your products and services in and around the Calgary area. A total of 700 yearbooks will be printed for distribution this year, and members are strongly encouraged to support our advertisers.

For your convenience, technical information about ad sizing and available formats are conveniently located on ad sales forms, which our members would be happy to leave with you. Please feel free to discuss your ad needs with any Association member.

The Calgary Northstars Hockey Association thanks you in advance for your time and consideration.

Sincerely,

Raina Wenzel

Raina Wenzel
Yearbook Coordinator