



August 1, 2007

John Grasso
Spokane American Youth Hockey Association
6321 North Addison
Spokane, WA 99208

John,

On behalf of the entire Spokane Chiefs organization, I'd like to extend our thanks for your organizations continued support of our team. We look forward to strengthening our relationship in the coming weeks, months and hockey seasons.

Please let this letter serve as formal authorization for the Spokane Americans Youth Hockey Association (SAYHA) to utilize the Spokane Chiefs logo for the singular purpose of creating team jerseys, team warm-ups, track suits, team ID items and anything need for SAYHA games and tournaments. In return, we ask that SAYHA utilize the new Jr. Chiefs logo for all future uniform and team related ID items. We believe that the logo incorporating the Chiefs and the SAYHA Jr. Chiefs represents a win-win for both parties.

As I'm sure you can understand, one of our primary sources of revenue is merchandise and apparel sales. Therefore, we cannot provide blanket authorization for SAYHA to utilize the Spokane Chiefs logo for merchandise or apparel that will be used for items other than those stated above. If such a need arises (i.e., for fundraising purposes) please contact me to review on a case by case basis.

Thanks again for you support of the Spokane Chiefs and we look forward to continuing the improvement of the Spokane Chiefs and SAYHA Jr. Chiefs program.

Best Chiefs Regards

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SAYHA

"Home of the Jr. Chiefs"

Spokane Chiefs will provide SAYHA with the following for the 2007-2008 Season

- *Right to use and market the Chiefs logo in conjunction with the JR. Chiefs logo. A contract will be signed allowing the Spokane Chiefs to approve any logo use other than the logo being used for team jerseys, team warm-ups, track suits, team ID items and anything need for SAYHA games and tournaments.
- *Page on the Spokane Chiefs web site promoting SAYHA and the Jr. Chiefs program
- *Information on SAYHA and the Jr. Chiefs program displayed at Guest Services during all 2007-2008 home games
- *PA announcement at Chiefs games directing fans to Guest Services to receive information about SAYHA and the Jr. Chiefs program
- *Access for SAYHA coaches to attend camp in August. SAYHA representatives will receive the following:
 - Private meeting with the Chiefs Director of Scouting on what the Chiefs look for and how they evaluate players
 - Opportunity to sit with the Chiefs scouting department during an evaluation of players at Chiefs Camp
- *½ day Coaches clinic for house and rep coaches at the Spokane Arena
- *Pre-game on ice recognition of the JR. Chiefs program at a Spokane Chiefs game
- *Chiefs ticket package to be used for a raffle (includes 4 season tickets to all 2007-2008 home regular season and playoff games, parking pass, pre-game/post game Chiefs experience). Money raised from this to be used to help SAYHA offset the cost of the Jr. Chiefs jerseys
- *Auction at 2 Chiefs games this season (minimum of 3 Chiefs items to be supplied for each auction) SAYHA representatives to assist in staffing and promoting this event. Money raised to be used to help SAYHA offset the cost of the Jr. Chiefs jerseys

SAYHA will provide the Spokane Chiefs with the following for the 2007-2008 Season

- *Information on the SAYHA web page about the following:
 - Spokane Chiefs and the Spokane Chiefs ticket information
 - Spokane Chiefs Schedule
 - The Spokane Chiefs and SAYHA ticket voucher fundraiser
- *Full participation from all SAYHA teams in the Chiefs/SAYHA ticket voucher fundraiser
- *All donation requests from SAYHA teams to come from the SAYHA office directly. Any requests for donations that come from parents, coaches or team members will be directed to go through the SAYHA office
- *information in all SAYHA players registration packets about the Chiefs with a Chiefs pocket schedule
- *Spokane Chiefs ticket information will be sent to all out of town teams coming to Spokane to play in any SAYHA tournaments. SAYHA will provide the Spokane Chiefs with a list of all teams contact information to call and promote the Chiefs games while in Spokane. Spokane Chiefs games and ticket information promoted at all SAYHA tournaments
- *Information on the Chiefs/SAYHA ticket voucher fundraiser program displayed in all SAYHA areas at Eagles Ice Arena

Ideas to research:

- *Chiefs/SAYHA skills competition
- *½ day player clinic for house and rep players
- *2 dasher boards for the Spokane Chiefs at Eagles Ice Arena