

## Why Advertise With Us?

- Hayden Synchronized Skating is a nationally recognized figure skating club.
- Synchronized skating is a growing sport that is competed through the collegiate level.
- You will help our skaters follow their dreams while bringing visibility and increased exposure to your business.
- Your ad will be placed in the program books and featured on our web site.
- The reach of your ad extends beyond the current athletes' families and into our extended network of alumni, friends and fans.



## Figure Skating Audience

- Largest female fan base aged 12 and older
- 5<sup>th</sup> largest overall fan base aged 12 and older
- “Captive audience” of families and friends attending our events and browsing your advertisements

## Audience Reach

- Exhibition attendance: 800 - 1000
- Web site views: >10,000 per month



[Haydensynchro.org](http://Haydensynchro.org)

## Sponsorship Opportunities with Hayden Synchronized Skating Teams



**Established in 1979**

**Nine teams and 170 athletes**

**53 Time U.S. Figure Skating National Champions**

*Dedicated to helping young women and men develop personal discipline and self confidence, combined with a selfless focus on teamwork, that prepares them to succeed on the ice, and off, for their entire lives.*

[Haydensynchro.org](http://Haydensynchro.org)

## Hayden Synchronized Skating Teams

Hayden Synchronized Skating was founded in 1979 in Lexington by Lynn Benson, a former national singles figure skating competitor and Ice Capades performer.

Today, the Director of Synchronized Skating is Saga Krantz, an internationally acclaimed synchronized skating coach, choreographer, and world championship silver medalist from Finland. Saga has continued the organization's high standards since she joined Hayden in 2005.



- The Hayden Synchronized Skating Teams have over 35 years of successful operations.
- The organization has grown from two to nine teams and over 170 skaters.
- Your support will help young athletes develop into well-rounded, confident and passionate young adults.



## Competitive History

- The Hayden Synchronized Skating Teams have won national titles 53 times across the Senior, Junior, Novice, Intermediate and Juvenile divisions.
- The Senior team, the Haydenettes have won 23 of the 32 U.S. National Championships.
- The Haydenettes placed 3<sup>rd</sup> in the World Championships four times.

## Our Values

- We are dedicated to developing young women and men through personal discipline and achievement in athletic competition.
- We instill the value of selfless contribution to a successful team.
- We emphasize community through charitable work and volunteerism.
- Our athletes...  
***"Perform beautifully in life."***