

# ACE Checkmate Sponsor a Dummy Program

You are invited to participate in the exciting, innovative Sponsor a Dummy Program. This program allows you the opportunity to advertise your business to hundreds of people while at the same time donating an invaluable tool to your local youth hockey community.

## **Q. What is the Ace Checkmate Dummy?**

**A.** It's revolutionary, it's original, and it's proven that kids and hockey professionals love it. A.C.E. Checkmate, a life size padded checking dummy. It's the only mobile checking teaching aid for youth hockey. Practicing with the A.C.E. Checkmate dummy reduces the risk of injury, enables players to learn the proper checking technique, and most of all, enjoy instruction on the ice.

## **Q. Why is ACE necessary?**

**A.** According to the American Academy of Pediatrics "Hockey is classified as a collision sport because of the intentional body contact, called body checking, that occurs. Because collisions in this sport may occur at high speeds, participants are at risk for serious injury. In recent years, an increase in the number of serious head and neck injuries related to body checking has alarmed the hockey community.

## **Q. Who created ACE?**

**A.** Hockey coach and trainer Mike Getchell came up with the idea for the ACE Checkmate when he was looking for a way to teach his young players the proper techniques for checking. The newest version of ACE is capable of wearing any team's uniform, but the prototype originally sported heavy white tape around its neck. The white neck reminded Mike of the ever-present turtleneck worn by one of his all-time favorite Bruins, Ace Bailey. Tragically, Bailey perished as a passenger on one of the planes that was flown into the World Trade Center on September 11. "We originally started calling him ACE because of the white tape", says Getchell, "but then we realized it was a great acronym for what the equipment actually represented, A Checking Experience. After September 11 we were saddened by hockey's loss, but happy that the letters in the acronym could also serve to honor Ace Bailey in some small way."

## **Q. How can I get more information about ACE?**

**A.** You can go to our website [www.acecheckmate.com](http://www.acecheckmate.com), contact Mike Getchell at 781-608-1458 or [getch@gis.net](mailto:getch@gis.net).

## **Q. Why would I want to sponsor a Dummy?**

**A.** Increases in the costs of operating a youth hockey program today can be a financial strain, creating a hardship on a program wishing to purchase a dummy. By sponsoring a dummy you are donating a wonderful educational safety tool to the children of your community. Your business will have a text advertisement on ACE that will be visible to players, coaches, parents and spectators for many years to come. Unlike many other types of advertisements there are no renewal fees, your ad will be seen for the life of the dummy. Your sponsorship for ACE will allow you a tax deduction for your business as well.

## **Q. How do I sponsor a Dummy?**

**A.** Its simple! Just complete the information below and return this form to:

Mike Getchell  
c/o CDL Arena  
1568 Broadway  
Raynham, MA 02767  
Or fax to: 508-880-8883

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Program donating to: \_\_\_\_\_

\*Amount being donated: \$ \_\_\_\_\_

\* Shared sponsorship (2 business advertisements on ACE) = \$300

\* Single sponsorship (A single business advertisement on ACE) = \$600

