

# Missoula Youth Hockey

## Youth Hockey Tournament Advertising



### Missoula Youth Hockey

Glacier Ice Rink, run by the nonprofit Missoula Area Youth Hockey Association (MAYHA), has nearly 600 youth of all ages and abilities that participate in our hockey programs each year. Whether they're starting out in our Learn to Play Hockey class or competing on one of our Missoula Bruins teams, these young athletes gain valuable sportsmanship skills, stay physically fit, and most of all, have fun!



### Hockey Tournaments

MAYHA hosts nine youth hockey tournaments during the season that attract teams from across Montana and the Northwest. Each tournament features an average of 14 teams that play over the course of a weekend. The 2017-2018 tournament dates are as follows:

- Ice Breaker 3-on-3 (all ages) – October 7-8, 2017
- PeeWee Blastoff (under 12 years old) – November 10-12
- Squirt Blastoff (under 10) – November 17-19
- Bantam Blastoff (under 14) – December 8-10
- High School Holiday Classic – December 29-31
- Northern Rockies Classic (girls under 14 and under 19) – January 19-21, 2018
- Mite Madness (under 8) – February 23-25
- Montgomery Memorial (Squirt & PeeWee) – March 16-18
- Treasure State Trifecta – April 14-15

Participating players travel with their family members, which has a significant economic impact on the restaurants, hotels and stores surrounding Glacier Ice Rink. Destination Missoula estimates that approximately 2,000 people traveled to Missoula and **spent nearly \$700,000** during our 2016-2017 season.

### Program Advertising

You can reach visitors to Missoula, while supporting local young athletes, with an ad in the tournament program. Programs contain tournament information and are handed to parents when they arrive. Advertising rates are as follows:

<u>Size</u>	<u>Dimensions</u>	<u>Cost</u>
Full-page	5" x 8"	\$550
Half-page	5" x 4"	\$300
Quarter-page	5" x 2" or 2.5" x 4"	\$150

**Advertising commitments are due by October 31, 2017**

### Contact Information

Contact Laura Henning, executive director, at 728.0316 x 1 or [laura@glaciericerink.com](mailto:laura@glaciericerink.com) with any questions.

