

# Glacier Ice Rink



**GLACIER  
ICE RINK**  
MISSOULA, MONTANA



## Advertising & Sponsorship Opportunities

2018-2019 Season



# Home to Missoula's Ice Sports

Glacier Ice Rink, located on the Missoula County Fairgrounds, has offered hockey and other recreational ice sports activities for the Missoula community since 1997. We are owned and operated by the Missoula Area Youth Hockey Association (MAYHA), a 501(c)(3) nonprofit organization.



We've grown from our modest beginnings in a converted cow barn into the two-sheet facility we are today. This year, **our indoor ice sheet will open on August 27** and remain open until June 2019. The outside rink will operate late October through March. We're open seven days a week and operate up to 18 hours a day during our peak winter months.

We receive no government funding and generate income through program fees, ice rentals and the generosity of sponsors and donors. Your support helps offset our operating costs so we can keep our programs affordable.

## Our Programs

We receive nearly **90,000 visits each season** through our in-house hockey and skating programs as well as external user groups that rent our facility:

**Community Programs** – Nearly **15,000** adults and children enjoy our public skating sessions and special events. We host **1,200** school children through field trips and home school skates, as well as donate passes and ice rentals to other nonprofits for fundraisers.

**Youth Hockey** – More than **500** kids ages 4 to 18 learn and play hockey in our house and travel programs. Plus, we host nine youth tournaments each season that attract **100** teams from across Montana and the Northwest.

**Adult Hockey** – Our adult program is the largest in Montana, with nearly **1,300** men and women participating in our leagues, tournaments and the Women's Hockey Association of Missoula.

**Junior Hockey** – The Missoula Jr. Bruins will enter their third year in the North American 3 Hockey League, facing teams from Montana and Wyoming. They play 22 games each season, with an average attendance of **300** people per game.



**Figure Skating** – The Missoula Figure Skating Club, with **60** members, hosts annual skating shows and a regional competition. They also teach **250** children and adults how to skate each season.

**Curling** – The Missoula Curling Club has **200** members and hosts league play, Learn to Curl events and the largest curling tournament in the Northwest area.

# Rink Advertising

Rink advertising is a cost-effective way to put your message in front of a broad audience of participants and spectators with discretionary income. Many participants visit the rink multiple times a week and spend at least one hour, ensuring maximum exposure for your ad.

Ads on the inside rink are displayed for 12 months from the time of installation, and ads on the outside rink run five months. Public skates and curling activities take place on the outside rink during the winter, while the inside rink hosts figure skating and junior hockey. Hockey programs take place on both sheets of ice, with spectators inside and outside. Advertising options are as follows:

## Zamboni (requires two-year contract)

Everyone loves to watch the Zamboni resurface the ice, and for 15 minutes every hour, all eyes are on your ad! Your message is fully wrapped around the Zamboni and includes:

- 8 x 3' dasher board ad on outside rink (\$875 value)
- One free ice rental during the season (\$200 value)
- Logo with link on Glacier Ice Rink website
- 32 public skating passes (\$288 value)
- Invitations to VIP events during the year

**Cost: \$3,000 per year**



## In-Ice Logo

Your logo literally becomes part of the action with in-ice placement. Four 10' x 10' spots are available on each rink and include:

- One free ice rental during the season (\$200 value)
- Logo with link on Glacier Ice Rink website
- 24 public skating passes (\$216 value)
- Invitations to VIP events during the season

**Cost: \$2,500 per year inside rink**  
**\$1,300 per season outside rink**



## Scoreboard Banner

This highly-visible option showcases your business on space surrounding the scoreboard on the inside rink. Ad sizes are either 20' x 5' or 6' x 6' and include:

- One free ice rental during the season (\$200 value)
- Logo with link on Glacier Ice Rink website
- 24 public skating passes (\$216 value)
- Invitations to VIP events during the season

**Cost: \$2,200 per year (20' x 5')**  
**\$1,500 per year (6' x 6')**



## Dasher Boards

These panels surround the rink and ensure your ad is seen by skaters and spectators alike. Ads are 8' x 3' (4' ads also available) and include:

- One free ice rental (\$200 value - not included with half-size ads)
- Logo with link on Glacier Ice Rink website
- 16 public skating passes (\$144 value)
- Invitations to VIP events during the season

**Cost: \$1,300-\$1,800 per year**  
**inside rink (depending on placement)**  
**\$875 per season outside rink**

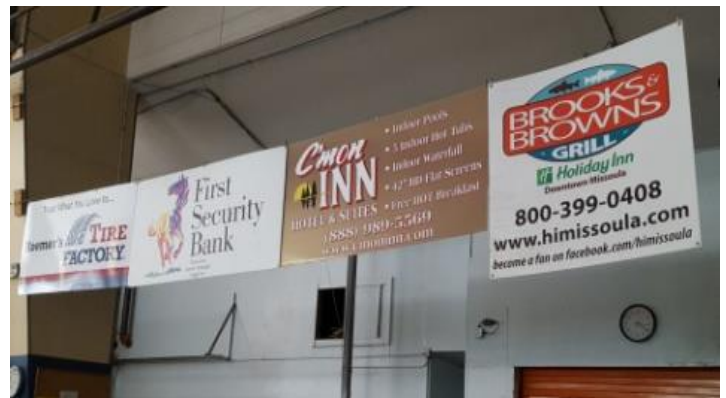


## Hanging Signs

These signs hang above the players' benches and offer an inexpensive way to reach our audience. Ads are 8' x 4' and include:

- One discounted ice rental
- Listing on Glacier Ice Rink website
- Eight public skating passes (\$72 value)
- Invitations to VIP events during the season

**Cost: \$750 per year inside rink**  
**\$425 per season outside rink**

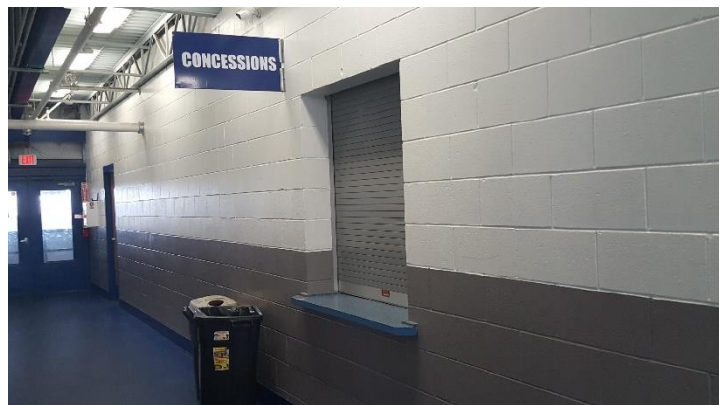


## Other Locations

The possibilities of advertisement placement are unlimited. From hallways to locker rooms, we can offer you placement pretty much anywhere in the building!

## Deadlines

In-ice logos need to be committed by August 10, 2018 and Zamboni advertising needs to be committed by August 31.



All other signage options can be added at any time during the season. Costs listed include production and placement of the advertisement. Multi-year discounts are available.



# Youth Hockey Sponsorships

More than 500 youth of all ages and abilities participate in our hockey programs each year. Whether they're starting out in our Learn to Play Hockey program or competing on one of our travel teams, these young athletes gain valuable sportsmanship skills, stay physically fit, and most of all, have fun!

## Team Sponsorships

Our youth hockey program offers two avenues for players to participate. House teams give players equal opportunity to enjoy the game, while travel teams compete at an advanced level across the state. Sponsorships of house teams help offset ice costs to keep the program affordable, while travel team sponsorships cover the cost of team jerseys. All teams participate in one home tournament during the season.

### House Teams - \$300 per season

- Company name on team's page of website
- Recognition in home tournament program
- End-of-season team photo
- Four public skating passes (\$36 value)

### Travel Teams - \$600 per season (3-year commitment)

- Company name on back of team's jerseys
- Name on team's page of website
- Recognition in home tournament program
- End-of-season team photo
- Four public skating passes (\$36 value)



## Learn to Play Hockey (one available)

Our Learn to Play Hockey program allows children to try out the sport before committing to the program. Each four-week session attracts an average of 30 participants, and we offer six sessions each year. Rental equipment is provided for the session, making it attractive to parents as well. The sponsor of this program receives:

- Recognition as presenting sponsor of program
- Logo with link on Learn to Play page of website
- Logo on promotional material and registration forms displayed at rink
- Sponsor sign displayed during each session
- Opportunity to host a table at the first class of each session and/or distribute coupons to participants
- One free registration for each session
- Mention in welcome email sent to enrollees of each session



**Cost: \$1,500 per year**

## Deadline

Travel team and Learn to Play Hockey sponsorships must be committed by August 31, 2018. House team sponsorships are due by November 1, 2018.

# Tournament Sponsorships

We host nine youth hockey tournaments during the winter season that attract teams from Montana, Washington, Idaho and Canada. Each tournament features an average of 14 teams that play over the course of a weekend. Participating players travel with their family members, which has a significant impact on the restaurants, hotels and stores surrounding Glacier Ice Rink. Destination Missoula estimates that more than 3,500 people traveled to Missoula for our tournaments and generated **\$1.2 million** for the local economy.

We produce programs for six of the tournaments that contain complete tournament information and are handed to parents and coaches upon arrival. You can reach visitors to Missoula, while supporting local players, by sponsoring our tournaments. Levels and benefits are as follows:

## Presenting Sponsor - \$1,750 per season (one available)

- Recognition as presenting sponsor on front cover of all programs
- Full-page color ad on back cover of each program
- Logo placement on sponsor signage displayed at each tournament
- Logo display with link on tournament page of website
- Coupon distribution/sampling opportunities at all tournaments
- Logo display on Russell Street LED reader board
- Recognition in pre-tournament email sent to all teams
- Eight public skating passes (\$72 value)



## Center Ice - \$625 per season (two available)

- Full-page color ad on inside cover of each program
- Logo placement on sponsor signage displayed at each tournament
- Logo display with link on tournament page of website
- Coupon distribution/sampling opportunities at all tournaments
- Four public skating passes (\$36 value)

## Red Line - \$475 per season

- Full-page black & white ad in each program
- Name listing on sponsor signage and on tournament page of website
- Coupon distribution/sampling opportunities at all tournaments
- Two public skating passes (\$18 value)

## Blue Line - \$325 per season

- Half-page black & white ad in each program
- Name listing on tournament page of website
- Coupon distribution/sampling opportunities at all tournaments
- Two public skating passes (\$18 value)



## Goal Line - \$175 per season

- Quarter-page black & white ad in each program
- Listing on tournament page of website

## Deadline

Tournament sponsorships must be committed by October 26, 2018

# Adult Hockey Sponsorships

Glacier Ice Rink runs the **Glacier Hockey League (GHL)**, Missoula's adult recreational hockey program. The GHL started in 1997 with six teams and has grown to 78 teams in nine divisions. With more than 1,000 registered players, the league is larger than all other Montana adult programs and has earned a spot in USA Hockey's top 20 leagues in the U.S. Divisions are designed for all ability levels, from the novice skater to the retired professional, including women.

## Team Sponsorships

Team sponsorships are available for the 15-game winter season and provide a unique opportunity to showcase your business while keeping registration fees affordable for our players. GHL players range in age from mid-20s to early-60s and hold a variety of professional positions in the community. Sponsorship benefits include:

- Team named after your business in the division of your choice
- One-color logo on team jerseys used during winter season. The GHL provides jerseys for all teams.
- Sponsor team name included on GHL pages of Glacier Ice Rink website (players check the website weekly for schedules, statistics and standings).
- Four public skating passes (\$36 value)



**Cost: \$500 per season**

## Deadline

Team sponsorships must be committed by October 1, 2018.

## Tournament Sponsorships (two available)

Our annual **Flying Mules Hockey Festival**, held each year over the Martin Luther King holiday weekend, is Montana's largest and longest-running adult hockey tournament. The tournament is entering its 19<sup>th</sup> year and attracts 30 teams from Montana, Canada, Washington and other Western States. Sponsorship benefits include:



- Sponsor logo printed on plastic beer mugs. Mugs are available for purchase, and we typically sell 300 during the course of the weekend
- Sponsor-provided banner displayed during tournament
- Logo with link on tournament page of website
- Coupon distribution/sampling opportunity
- Logo display on Russell Street LED reader board during tournament weekend
- Recognition in pre-tournament email sent to teams
- Four public skating passes (\$36 value)

**Cost: \$750 per year**

## Deadline

Tournament sponsorships must be committed by December 14, 2018.



# Public Skating Sponsorships

We offer public skating sessions throughout the year that attract an average of 100 people per weekend session during the winter. From families with young children to teenagers and seniors, skating is an activity that appeals to a wide range of ages and abilities. In addition to our regular skating sessions, we hold special events to draw a larger audience and provide additional entertainment experiences.

Your support of these events will expose your company to a wide audience while helping us provide a high-quality experience for our guests. We limit the number of sponsors to three per special event and one for themed skates.

## Special Events

### Spooky Skate

**October 21, 2018**

This event attracts more than 100 families who dress up, skate to spooky music and participate in an on-ice costume contest. This afternoon event is targeted toward families with younger children.

### Santa Skate

**December 22, 2018**

For five days, we transform our outside rink into a “winter wonderland” complete with snowbanks, trees and lights. It’s become a signature event, with nearly 2,000 people skating over the holidays. Santa kicks off Winter Wonderland when he arrives on the Zamboni to skate with kids and pose for photos. Last year’s event attracted 300 skaters!



### Sweetheart Skate

**February 9, 2019**

Couples and singles alike enjoy two-for-one admission, prize giveaways and pairs figure skating exhibitions. This evening event is targeted towards adults.

Sponsor benefits for each event include:

- Logo display on event posters displayed at rink and around Missoula
- Logo with link on event page of website
- Sponsor-provided banner hung during event
- Table display during event for information/coupon distribution
- Private locker room use during event
- Emcee announcement during event
- Sponsor recognition on Facebook event page
- Recognition as sponsor on LED reader board at Russell and Brooks
- 20 public skating passes

**Cost: \$500 per event**



# Theme Nights

Theme nights are a smaller-version of our special events, where we pick a theme and encourage people to participate. Past themes have included a Disco Skate, a 80s Skate and an Ugly Sweater Skate during December. Theme nights are typically the fourth Friday of the month and have attracted a range of people. As a sponsor, you can help pick the theme!

Sponsor benefits include:

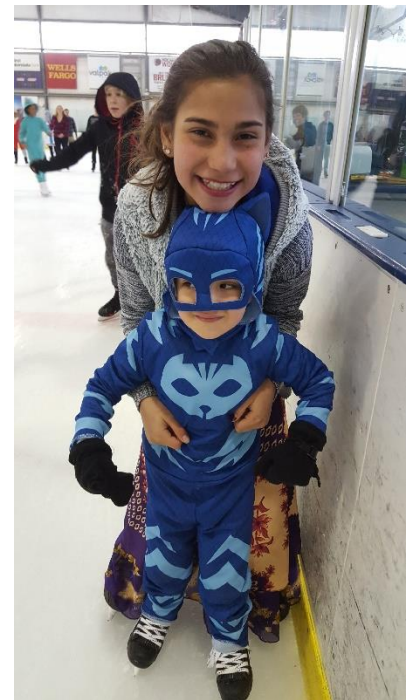
- Sponsor-provided banner hung during event
- Table display during event for information/coupon distribution
- Private locker room use during event (if available)
- Announcement over microphone
- 10 public skating passes

**Cost: \$250 per session**



# Deadlines

Event sponsorships are due six weeks prior to event: Spooky Skate – September 10, Santa Skate – November 9, Sweetheart Skate – January 1. Theme nights are due the first of the month prior to the event. Available dates are September, November, December, January, March, April, May and June.



# Other Opportunities

These are just a few of the many ways to support Glacier Ice Rink and our programs. We have other ways for you to get involved, including:

**Zamboni Retirement Fund** – To continue providing high-quality ice, our aging ice resurfacer needs to be replaced. We are seeking donations to help us raise \$120,000 to purchase a new machine.

**Scholarship Fund** – Families who need assistance with their youth hockey fees can apply for a scholarship, which is completely funded through donations.

**Sled Hockey** – This fledgling program needs both volunteers and financial support.

**Corporate Rentals** - Rent the ice for a company skate, broomball party or curling game.



## Contact

If you'd like to become a sponsor or discuss your options, please contact Laura Henning, Executive Director, at 406.728.0316 or [laura@glaciericerink.com](mailto:laura@glaciericerink.com).

If you'd like to support our user groups, please contact them directly:



### **Missoula Jr. Bruins**

PO Box 3486, Missoula, MT 59806, [missoulajrbruins.com](http://missoulajrbruins.com)



### **Missoula Figure Skating Club**

PO Box 9195 Missoula, MT 59807  
(406) 543-LUTZ (5889), [missoulafsc.org](http://missoulafsc.org)



### **Missoula Curling Club**

PO Box 5523, Missoula, MT 59806  
[missoulacurling@gmail.com](mailto:missoulacurling@gmail.com), [missoulacurlingclub.com](http://missoulacurlingclub.com)



### **Women's Hockey Association of Missoula**

PO Box 9206, Missoula MT 59807, [whammt.org](http://whammt.org)