

Glacier Ice Rink



Youth Hockey 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.

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 Missoula Bruins 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 sponsorship commitments are due 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 last season 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 sponsorship commitments are due by **October 26, 2018**

Sponsorship Agreement

Yes, I want to support Glacier Ice Rink's youth hockey program! Please sign me up at the following sponsorship level for the 18-19 season:

☐ House Team (\$300) ☐ Travel Team (\$600) This option requires a three-year commitment

☐ Learn to Play Hockey (\$1,500)

Tournament Sponsor: ☐ Presenting (\$1,750) ☐ Center Ice (\$625) ☐ Red Line (\$475)

☐ Blue Line (\$325) ☐ Goal Line (\$175)

Are you supporting a specific youth hockey player? If so, please list his/her name:

Sponsor Contact Information

Company: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Payment Information

☐ Enclosed is my check for \$_____ (made payable to MAYHA)

☐ Please send me an invoice

☐ Please charge \$_____ to my credit card:

Card number: _____

Expiration date: _____

Billing zip: _____

3-digit security code: _____

Please return payment and completed form to Glacier Ice Rink, ATTN: MAYHA, PO Box 87, Missoula MT 59806

Contact

Sponsorship Questions:

Laura Henning, Executive Director
406.728.0316 x 1
laura@glaciericerink.com

Youth Hockey Questions:

Grace Hoene, Youth Hockey Director
612.384.5108
grace@glaciericerink.com