



SPONSORSHIP OVERVIEW

2026-2027 SEASON

OUR MISSION

To provide inclusive, affordable ice sports and recreation opportunities that bring people together.

OUR REACH

Our 2025-2026 season numbers include:



\$3.1 million economic impact through tournaments and events*



148,000 visits from **34,000** unique visitors**



16,500 public skating participants



3,900 hours of ice used over **3,400** events



950 adults and **640** kids in our winter hockey programs

OUR STORY

Glacier Ice Rink has been the heart of Missoula's ice sports community since 1997.

As a nonprofit organization, our focus goes beyond the ice. Each year, we provide opportunities for thousands of kids and adults to stay active, build community, and access affordable recreation through youth and adult hockey, public skating, and partnerships with schools and local groups.

When you partner with Glacier Ice Rink, you're supporting a community asset that serves families across Missoula while connecting your business with an engaged, local audience.

With an indoor season from September through May, and our outdoor rink operating November through March, your support is visible throughout the year.

*estimated by Destination Missoula/TBID

**data obtained through Placer AI



PARTNERSHIP OPPORTUNITIES

Glacier Ice Rink offers a variety of sponsorship opportunities to connect your business with our rink community:

RINK ADVERTISING

Reach skaters, players, and spectators throughout the season with consistent, high-visibility advertising opportunities. Placement options range from **\$1,000 to \$5,000** per year and include:

- Dasher board advertising
- Large-format banners and wall signage
- Digital recognition (TV screens, website)

EVENT & THEME SKATE SPONSORSHIPS

Connect with families, kids, and young adults by sponsoring themed skates or special events. Sponsorships start at **\$300 per event** and offer:

- Promotion tied to a specific date or theme
- On-site activation opportunities
- Recognition in advertising, social media, and during the event

YOUTH HOCKEY SPONSORSHIPS

Support local kids by offsetting ice time and program costs. Partnerships are available for house or travel programs and range from **\$1,000 to \$7,500 per season**. Benefits include:

- Recognition tied to youth programs and teams
- Visibility within the rink and youth hockey community
- Demonstrated support for affordable youth recreation

ADULT HOCKEY SPONSORSHIPS

Connect your business with one of our largest and most active user groups. Adult hockey sponsorships are **\$1,750 per season** and provide:

- Recognition across a designated division
- Visibility within the rink through included advertising
- Simple sponsorship structure with no team coordination required

CUSTOM PACKAGES

We'll work with you to create a sponsorship that aligns with your goals, audience, and budget.