



# Glacier Ice Rink

## Advertising & Sponsorship Opportunities

2019-2020 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 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. Our indoor ice sheet operates from late August through mid-June each year, while our outdoor sheet runs 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 remove the ice each summer to accommodate the Western Montana Fair and conduct facility maintenance.



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

## Our Programs

We receive nearly **90,000 visits each season** through our in-house hockey and skating programs as well as external stakeholder 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** – Nearly **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 **1,500** players 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.

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

**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.



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



# Rink Advertising

Rink advertising allows you to put your message in front of a broad audience of spectators and participants with discretionary income. Most participants visit the rink multiple times a week and spend at least one hour each time, ensuring maximum exposure for your ad.

Ads on the inside rink are displayed for 12 months from the time of installation. This rink receives approximately 55,000 visits over 10 months through hockey and skating programs as well as junior hockey games. These ads remain up during the Western Montana Fair, when the rink becomes the show ring for the 4H livestock auction. Advertising options on the inside rink are as follows:

## Scoreboard Banner

Spectators and players are always looking at the scoreboard during games. This highly-visible option showcases your business on space surrounding the scoreboard. Ad sizes are either 18' x 6', 12 x 6' or 6' x 6' and include:

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

**Cost: \$2,400 per year (18 x 6')**  
**\$2,100 per year (12 x 6')**  
**\$1,800 per year (6' x 6')**



## Dasher Boards

These panels surround the inside rink and ensure your ad is seen by skaters and spectators alike. Ads are either one 91" x 31" space or two 48" x 31" spaces that can be placed in separate areas. These ads include:

- 50% discount on one private ice rental during the season
- Logo with link on Glacier Ice Rink website
- 16 public skating passes (\$144 value)
- Invitations to sponsor-only events during the season

**Cost: \$1,600 per year (west side - faces bleachers)**  
**\$1,400 per year (north and south ends)**  
**\$1,200 per year (east side - faces players' benches)**



## Hanging Signs

These signs hang above the players' benches or Zamboni garage on the west side of rink and offer an inexpensive way to reach our audience. Ads are 8' x 4' and include:

- 25% discount on one private ice rental during the season
- Listing on Glacier Ice Rink website
- 8 public skating passes (\$72 value)
- Invitations to sponsor-only events during the season

**Cost: \$850 per year**



## Outside Rink Advertising

Advertising on the outside rink is a cost-effective way to reach hockey players and spectators, public skaters and curlers during the busy winter season. This rink receives 35,000 visits during the five months it's open. These ads are priced as follows and include:

- 25% discount on one private ice rental during the season
- Listing on Glacier Ice Rink website
- 8 public skating passes (\$72 value)
- Invitations to sponsor-only events during the season

**Dasher board: \$750 per season**

**Hanging sign: \$400 per season**

## Other Locations

The possibilities of advertising placement are unlimited. From hallways to locker room doors, we can offer you placement pretty much anywhere in (or on) the building! Costs vary depending on placement.

## Deadlines and Information

Advertising on the inside rink can be added at any time during the season. Ads for the outside rink must be committed by **October 1, 2019**. Costs listed include production and placement of the advertisement.

Multi-year discounts are available with a signed contract or we can develop a customized advertising proposal to best meet your needs!



# Youth Hockey Sponsorships

Nearly 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 logo on Glacier Ice Rink 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 required)

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



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## Intro to Hockey Sponsorship (two available)

Our Intro to Hockey program introduces children to the basics of the sport in a safe, fun environment. Each four-week session attracts an average of 30 participants, and we offer six sessions each year. Rental equipment is included in the registration fee, making these classes affordable for parents. Sponsors of this program receive:

- Company name on jerseys provided to all participants.
- Logo with link on Intro to Hockey page of website
- Logo on promotional material and registration forms
- Sponsor-provided banner 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: \$1,200 per season**



## Deadlines

Travel team and Learn to Play Hockey sponsorships must be committed by **August 1, 2019**. House team sponsorships are due by **November 1, 2019**.



# Tournament Sponsorships

We host nine youth hockey tournaments during the winter season that attract teams from across Montana, Washington, Idaho and Canada. Each tournament features an average of 12 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 3,000 people traveled to Missoula for our tournaments and generated **\$1.2 million** for the local economy last season.

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 becoming a tournament sponsor. Levels and benefits are as follows:

## Presenting Sponsor of one tournament – \$850 per season (six available)

- Recognition as presenting sponsor on front cover of sponsored-tournament program
- Full-page ad on inside right page of sponsored-tournament program. Ad will be placed elsewhere in all other programs
- Sponsor banner hung during sponsored-tournament weekend
- Prominent logo display with link on tournament page of website
- Coupon distribution/sampling opportunities at all tournaments
- Logo display on Fairgrounds LED reader board during tournament
- Eight public skating passes (\$72 value)



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## Center Ice – \$600 per season (two available)

- Full-page color ad on inside cover of each program
- Logo display with link on tournament page of website
- Coupon distribution/sampling opportunities at all tournaments
- Six public skating passes (\$54 value)

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## Red Line – \$450 per season

- Full-page black & white ad in each program
- Name listing on tournament page of website
- Coupon distribution/sampling opportunities at all tournaments
- Four public skating passes (\$36 value)

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## Blue Line – \$300 per season

- Half-page black & white ad in each program
- Name listing on tournament page of website
- Two public skating passes (\$18 value)

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## Goal Line – \$150 per season

- Quarter-page black & white ad in each program
- Two public skating passes (\$18 value)

## Deadline

Tournament sponsorships must be committed by **October 1, 2019**.

# 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 nearly 960 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 and players keep their jersey at the end of the season.
- 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)
- 20% registration discount for one person on sponsored team



### Cost: \$600 per season

Cost is \$400 per season if sponsor provides their own jerseys.

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## Tournament Sponsorship (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 20<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 season

## Deadlines

Team sponsorships must be committed *and paid* by **October 1, 2019**. Tournament sponsorships must be committed by **December 6, 2019**.

# 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 two per special event and one for themed skates.

## Special Events

### Spooky Skate

**October 20, 2019**

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 and is the first large skating event of the season.

### Santa Skate

**December 21, 2019**

For the holidays, 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 five days.

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 14, 2020**

Couples and singles alike enjoy two-for-one admission, prize giveaways and pairs figure skating exhibitions. This evening event is targeted towards adults and attracts around 100 people.

Sponsor benefits for each event include:

- Logo display on posters displayed at rink and around Missoula
- Mention in radio advertising
- 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 (depending on availability)
- Emcee announcement during event
- Sponsor recognition on Facebook event page
- Sponsor recognition on LED reader board at Russell and Brooks
- 20 public skating passes (\$180 value)

**Cost: \$500 per event or \$1,000 for exclusivity**



# 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 Disco Skate, 80s Skate and Ugly Sweater Skate. Theme nights are typically the fourth Friday of the month and attract a range of people. We also occasionally branch out from skating to offer other events such as cornhole on ice or puck-shooting contests. As a sponsor, you can help choose the theme or event!

Sponsor benefits include:

- Sponsor-provided banner hung during event
- Recognition on website and Facebook event page
- Table display during event for information/coupon distribution
- Private locker room use during event (if available)
- Announcement over microphone
- 10 public skating passes (\$90 value)

**Cost: \$250 per event**

## Deadlines

Event sponsorships are due six weeks prior to event: Spooky Skate – September 6, Santa Skate – November 8, Sweetheart Skate – January 3.

Theme nights are due the first of the month prior to the event. Available months are September, November, December (Ugly Sweater Skate), January, March and May.



# Contact

If you'd like to become a sponsor or discuss your sponsorship/advertising options, please contact:

Laura Henning, Executive Director  
Missoula Area Youth Hockey Association/Glacier Ice Rink  
PO Box 87 | Missoula MT 59806  
406.728.0316 x 1 | [laura@glaciericerink.com](mailto:laura@glaciericerink.com).

If you'd like to support our stakeholder 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)

