



Glacier Ice Rink
Adult Hockey 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 eight 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.

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 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 five-month 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. (Sponsors are welcome to provide their own jerseys if they prefer).
- 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

Tournament Sponsorship (two available)

Our annual **Flying Mules Hockey Festival**, held each year over the Martin Luther King holiday weekend, is Montana's largest longest-running adult hockey tournament. The tournament is entering its 20th 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

Deadlines

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

Sponsorship Agreement



Yes, I want to support Glacier Ice Rink's adult hockey program!

Please sign me up as a sponsor for the 19-20 season:

Glacier Hockey League (GHL) team sponsor (\$600)

Tournament sponsor (\$750)

Preferred GHL Division:

Cup

Advanced

Competitive

Intermediate

Novice

Hang Loose A

Hang Loose B

Hang Loose C

Women's

or player name: _____

No preference

Sponsor Contact Information

Company: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Payment Information

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

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: GHL, PO Box 87, Missoula MT 59806

Contact

Sponsorship Questions:

Laura Henning, Executive Director

406.728.0316 x 1

laura@glaciericerink.com

Adult Hockey Questions:

Scott Noble, Adult Hockey Director

970.389.5598

scott@glaciericerink.com