



# **Glacier Ice Rink**

## **Youth 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, birthday parties 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.





# Youth Hockey Sponsorships

Whether they're starting out in our Intro to Hockey program or competing on one of our travel teams, our 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)



## Learn to Play Hockey Sponsorship (one available)

Our Learn to Play 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 seven 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 15, 2019**. House team sponsorships are due by **November 1, 2019**.

# Tournament Sponsorships

We host eight 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 3,500 people traveled to Missoula for our tournaments and generated **\$1.1 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**.

# 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 19-20 season:

☐ House Team (\$300)      ☐ Travel Team (\$600) (Three-year commitment)      ☐ Learn to Play Hockey (\$1,200)

Tournament Sponsor:    ☐ Presenting (\$850)    ☐ Center Ice (\$600)    ☐ Red Line (\$450)  
                                 ☐ Blue Line (\$300)    ☐ Goal Line (\$150)

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, PO Box 87, Missoula MT 59806

## Contact

### Sponsorship Questions:

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### Youth Hockey Questions:

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