



Glacier Ice Rink
Youth Hockey
Team Sponsorships
2020-2021 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) organization.

We've grown from our modest beginnings in a converted barn into the two-sheet facility we are today. Our indoor ice sheet operates from late August through mid-June, while our outdoor sheet runs November 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.



Our Programs

Even with our early closure due to COVID-19, **we received more than 95,000 visits during the 2019-2020 season.** This is through the hockey and skating programs the rink offers, as well as external stakeholders that rent our ice for their own programs. Although we are anticipating reduced participation due to coronavirus concerns, we are planning similar programs for the upcoming season and will adjust programming as necessary. Our programs this past season included:

- **Community Programs** – Around **18,000 children and adults** participated in weekly public skating and hockey sessions. We also hosted approximately **1,200 school children** through field trips and homeschool skates.
- **Youth Hockey** – Nearly **600 kids** of all ages and abilities participated in our Learn to Play hockey clinics, house leagues and travel program. Plus, we hosted eight tournaments that attracted **4,000 players and their families** from across Montana and the Northwest. Destination Missoula estimated that these tournaments generated nearly **\$1.3 million** for the local economy during the 19-20 season.
- **Adult Hockey** – Our adult league had **1,000 registered adult players** of all skill levels during the winter season, and we hosted three tournaments with 48 participating teams. We're also home to the Women's Hockey Association of Missoula, which runs leagues and programs for women of all ages and abilities.
- **Sled Hockey** – Our fledgling sled hockey program allows people with mobility issues to play the sport. With volunteer help from other nonprofits and local firefighters, we offered four clinics that each had 20 participants on average.
- **Curling** – The Missoula Curling Club, with **200 members**, 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 taught **240 children and adults** to skate through the Learn to Skate USA program.
- **Junior Hockey** – The Missoula Jr. Bruins team finished their fourth season in the North American 3 Hockey League and will start the 20-21 season with a new coach/general manager. They played 22 games, with an average attendance of **300 people** per game.



Why Sponsor?

Like other nonprofits, the revenue we earn does not completely cover our operating costs, so we rely on the generosity of sponsors and donors to make up the difference. Sponsorships provide a cost-effective way for businesses to create a positive association with a broad base of rink patrons, while helping us keep our programs affordable for the community.

Youth Hockey Program

Our youth hockey program serves kids ages 4-18 and offers two avenues for players to participate: house teams, which give players equal opportunity to enjoy the game, and travel teams that compete at an advanced level across the state. All teams participate in one home tournament during the season.

Due to COVID-19 concerns about the upcoming travel season and our ability to host tournaments, we are focused on expanding playing opportunities for our house program participants. This year, our winter season will run 16 weeks, November-February. Teams will practice two weekday nights and play one half-ice game on the weekend. This will allow players to enjoy a game situation while minimizing contact among teams.

We anticipate roughly 120 players in our younger age groups: 5- to 6-year-olds (Termite), 7- to 8-year-olds (Mite) and 9- to 10-year-olds (Squirt).



Team Sponsorships

We are seeking team sponsors for the 20-21 season to help offset jersey and ice costs so we can keep the program affordable for young families. Team sponsors receive:

- Team named after sponsor in age division of sponsor's choice
- Company name printed on the back of team's jerseys
- Recognition on Glacier Ice Rink website
- Half-page ad in youth hockey tournament programs (benefit will be moved to next year if necessary)
- Four public skating passes

Cost: \$400 for season



Sponsor a team in all *three* age groups (Termite, Mite and Squirt) and receive these upgrades:

- Sponsor logo on Glacier Ice Rink website
- Full-page ad in youth hockey tournament programs (moved to next year if necessary)
- Eight public skating passes
- Invitations for two people to rink events during the season (Jr. Bruins games, figure skating shows, etc.)

Cost: \$950 for season

Sponsorship commitments must be received by October 1, with full payment not due until February 5, 2021. Flexible payment options are available.

Advertising Opportunities

We also have a variety of signage options to help reach a general audience of rink participants and spectators. Advertisements start at \$350 for the year and are discounted when combined with a youth hockey team sponsorship.

Please contact Laura Henning at 406.728.0316 x 1 or laura@glaciericerink.com to discuss options.



Sponsorship Agreement

Yes, I want to support Glacier Ice Rink's youth hockey program! Please sign me up as a team sponsor for the 2020-2021 season at the age group below.

- Termite (5-6-year-olds) Mite (7-8-year-olds) Squirt (9-10-year-olds)

Cost: \$400 per team or one team in each age group for \$950.

- Please contact me about rink advertising options.

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:

I'd like to discuss payment options

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:

Laura Henning, Executive Director
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laura@glaciericerink.com

Youth Hockey Questions:

Grace Hoene, Youth Hockey Director
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