

Glacier Ice Rink



Youth Hockey Team Sponsorships

2021-2022 Season

Home to Missoula's Ice Sports



Glacier Ice Rink, operated by the nonprofit Missoula Area Youth Hockey Association (MAYHA), has offered hockey and skating activities for the Missoula community since 1997. Our mission is to “inspire a passion for ice sports among people of all ages and abilities.” We fulfill this mission through our internal hockey and public programs as well as by renting ice to outside user groups.

Even with COVID-19 capacity restrictions in place, **we had more than 70,000 visits during the 2021-2022 season.** Many of our participants thanked us for providing a safe place to recreate and a sense of normalcy during the pandemic.

We anticipate returning to normal operations this season and expect to have **nearly 100,000 visits** with the return of hockey tournaments, figure skating shows, curling competitions, school field trips and the debut of the University of Montana men's hockey team in the American Collegiate Hockey Association. Our season runs from September 2021 through June 2022.

The revenue we generate through our admission and program registration fees does not fully cover our operating expenses, so we rely on sponsors to help make up the difference. Your support allows us to keep our programs affordable for the Missoula community, while putting your company logo in front of a broad base of spectators and participants who visit the rink regularly.

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. Teams participate in one home tournament during the season.

Although our 2020-2021 program was impacted by COVID-19, participation remained relatively stable, with just over 600 participants: 151 in our house program (down 22% from the prior year), 160 in our travel program (down 6%) and 292 in our Learn to Play Hockey program. Travel teams were unable to play home games due to capacity restrictions and we did not hold any tournaments.



This year, we are planning for increased participation of approximately 165 players in the travel program and 175 in our house program. Our house program also offers players the opportunity to play a limited number of travel games through house “plus” teams. We will hold ten home tournaments and have added a state-wide Tier II 14U team – the Treasure State Royals – that will compete nationally.

Team Sponsorships

We are seeking house team sponsors for the upcoming winter season that runs from November 2021 through February 2022 (16 weeks). Sponsorships are used to help offset jersey and ice costs so we can keep the program affordable for 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 (players keep their jerseys at season end)
- Recognition on Glacier Ice Rink website
- Inclusion in youth hockey tournament virtual event bag emailed to all tournament teams and to all Missoula youth hockey program participants
- Four public skating/stick & puck passes



Cost: \$450 (house) or \$600 (house plus)

Inclusion in tournament event bags only (no team sponsorship): \$300

Advertising Opportunities

We also have a variety of signage options to help reach a general audience of rink participants and spectators. Advertisements start at \$525 for the year and are discounted when combined with a youth hockey team sponsorship.



Information

Deadlines and Payment

Sponsorship agreement must be received by October 1, 2021, with full payment due by February 1, 2022.

Contact

Sponsorship Questions

Laura Henning
Executive Director
406.728.0316 x 1
laura@glaciericerink.com

Youth Hockey Questions

Grace Hoene
Youth Hockey Director
612.384.5108
grace@glaciericerink.com

Sponsorship Agreement

Yes, I want to support Glacier Ice Rink's youth hockey program! Please sign me up as a team sponsor for the 2021-2022 season at the age group below:

- Termite (5-6-year-olds) Mite (7-8-year-olds) Squirt (9-10-year-olds) Peewee (11-12-year-olds)
- No Preference Mite Plus Squirt Plus Peewee Plus

House teams: \$450 (multiple teams in each age group) | Plus teams: \$600 (one team for each age group)

- Tournament event bag (\$300) 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:

Card number: _____

Expiration date: _____

Billing zip: _____

3-digit security code: _____

Please return payment and/or completed form to Glacier Ice Rink, PO Box 87, Missoula MT 59806