

THE ICE RIDGE

Marketing and Partnership Opportunities at The Ice Ridge

The Ice Ridge is a uniquely designed, revolutionary, eco-friendly, theatre sized, synthetic ice rink and skating academy that appeals to all ages and allows your company or products to be promoted in an unparalleled environment.

The Ice Ridge, although built to accommodate the training needs of the Capitol Ice Academy, will quickly become a community gathering place for many of the Des Moines families. The Ice Ridge expects more than 40,000 visits per year through regular programming and special events. Southridge Mall is transforming from a formerly enclosed mall into a mix of uses that will better serve the community, including more neighborhood retail, big box retail and other non-traditional uses like the Ice Ridge.

As a result of local signage regulations, marketing options for area businesses are limited. However, the Ice Ridge sponsorship opportunities are a powerful, low-cost method of advertising within the local market.

Dasher Boards are the special advertising panels you see at all arenas. These panels (approximately 3' x8') are a prime way to create positive advertising impressions to a wide spectrum of ice skaters and spectators. This is a unique opportunity for your company to become a part of all the excitement that is the Ice Ridge. Your advertisement will literally be part of all the exciting events taking place at the Ice Ridge. In addition to local, national and international media coverage, your dasher board will be ensured maximum exposure within one of state's most up and coming markets. Impressions add up fast. Your highly visible logo will be recognized by thousands of potential customers. Your customized dasher board program includes the following:

- One full-size dasher board advertising panel at the Ice Ridge, (location of board on a first come, first serve basis)
- 50 complimentary skating passes for your corporate use (some restrictions apply)
- First right of refusal for renewal of your board location

Any of the following items can be incorporated into a sponsorship arrangement to complement and enhance existing marketing and sales objectives:

- Youth or group skating sponsorships
- Retail inventory
- "weSKATE" Ice Skating Institute (ISI) Learn to Skate and figure skating club sponsorships
- VIP events
- Tournament sponsorships and show sponsorships
- Displays
- Lobby Sampling
- On-ice promotions
- Your logo and hyperlinks added to our website and Facebook pages

Marketing Packages: The prices below indicate an annual agreement.

- \$1000 Gold Partner – 3'x8' Dasher Board Ad, Website and Facebook link, 10 VIP tickets to special shows and events, 50 Free Passes, name recognition.
- \$500 Silver Partner - 3'x4' Dasher Board Ad, Website and Facebook link, 5 VIP tickets to special shows and events, 20 Free Passes, name recognition.
- \$300 Bronze Partner – 2'x2' Dasher Board Ad, Website and Facebook link, 2 VIP tickets to special shows and events, 10 Free passes, name recognition.
- \$100 Gift in kind or direct donation – 5 special event tickets or 10 free passes, name recognition.

Please contact Burton Powley, owner at: 515-371-8666 burtonpowley@mcshi.com or

Cindy Powley, manager at: 515-657-0312, cynthiad.powley@yahoo.com for more information.

**Camera ready art is the responsibility of the sponsor.*

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Thank You for your interest in supporting youth ice skating opportunities in Central Iowa!

Sponsor Name:

Business Name: (as it is to appear in advertising)

Address:

City:

State:

Zip:

Phone:

Mobile:

Email:

Website:

Level of Sponsorship: (Circle One)

\$1000 Gold \$500 Silver \$300 Bronze \$100 Gift in kind or direct donation

Start date:

Authorized Signature X _____

Ice Ridge Staff Member X _____

For Ice Ridge Use Only: _____

Your sponsorship will last for one year from the date of installation. Artwork can be emailed to Burton Powley: burtonpowley@mcshi.com