



# **Metro Ice Sports Facility**

## **Corporate Sponsorship Program**

*In conjunction with Des Moines AAA Hockey*

### **2017/2018 Season**

The purpose of the Des Moines Metro Ice Facility is to promote sports and activities that are associated with ice and other activities of our community. We want to provide an equal opportunity for all the people in the Des Moines and surrounding communities to enjoy activities like organized hockey (youth and adult), pick up hockey, stick and puck, figure skating, learn to skate, and public skating. The Metro Ice Sports Facility is dedicated to working with groups to expand activities to include those that do not include a pair of skates...such as Curling. It is our desire that all members of our community can find an activity that is fun and exciting to participate here, no matter if they can skate or not. Our facility should not be just for those that are young...but for those that are young at heart too.

However, as athletes and parents of athletes, we understand the realities of competitive youth sports, simply put it is expensive. For those athletes that use Ice as their medium, the cost of ice time alone can prevent them from succeeding with their dreams. When you add in the costs of equipment and travel associated with ice sports, it can become an expense that can exclude many not because of talent or heart, but pure cost. Too many times an otherwise deserving and capable athlete is simply unable, i.e. for financial reasons, to take part. The Metro Ice Sports Facility is committed to helping eliminate this obstacle as best we can, and have established the Metro Ice Sports Facility Corporate Sponsorship Program. This program is designed to help all of our valuable customers and athletes reach their dreams.

Interestingly, the expensive nature of these sports also offers a potential "upside" for our sponsors. The athletic community generally is made up of consumers who can and do support businesses that sponsor these dreams. Parents, grandparents, neighbors and friends are keenly aware and appreciative of businesses and individuals who so generously support the dreams and the activities of those they love. By helping an athlete you are also showing everyone they associate with your desire to help with their dream.

## **Demographics of Des Moines Metro Ice Sports Facility Attendees**

The nature of ice hockey and figure skating as sports is such that generally speaking, the people who take part in these sports are relatively supportive of their kids and have committed a significant amount of funds so they can participate. Whether it is ice hockey or figure skating, the costs involved to outfit the athletes are significant, as are the costs for adequate ice time and quality instruction and coaching.

The demographics of those who frequent ice arenas can therefore be described as young, suburban couples with children involved in ice hockey and figure skating. These people tend to be very competitive themselves and so are willing to spend their money to give their children a competitive advantage. They tend to identify very strongly with their children's sports and they are generally very loyal to the organization with whom they are affiliated.

If this social demographic fits the bill as a target audience for your business' advertising, then you should consider the advantages of investing a portion of your marketing budget in such ice arena marketing through an appropriate Des Moines Ice Sports Facility sponsorship.

## **Des Moines Metro Ice Sports Facility**

Des Moines Ice Sports Facility is located in Urbandale, Iowa. It was originally constructed in 1995 with only a single slab of ice. Over time it became obvious that a second slab would be need soon. The East rink was completed in 2000 making the Des Moines Ice Sports Facility a double ice arena allowing the offered services to grow even more. The Des Moines Ice Sports Facility now serves as a host site for several hockey teams, figure skating, tournaments, birthday parties, private parties, one on one private instruction and other ice sporting activities. Corporate Sponsorship levels that include Des Moines Ice Sports Facility banner, or Dasher Boards, or Ice Re-Surfacers signage will be viewed by visitors attending from Ames, Cedar Rapids, Des Moines, Dubuque, Mason City, Sioux City, Waterloo, Quad Cities, Kansas City, Lincoln, Tri-City. Des Moines Ice Sports Facility is the proud home of the Iowa Wild AAA hockey club which attracts families and teams from across the United States and Around the World.

**It is estimated that the "Foot Traffic" at Des Moines Ice Sports Facility exceeds 200,000 persons annually.** These persons are physically present in the facility for hours at a time, whether it is to watch a hockey game or practice, or a figure skating lesson or exhibition, or public skating. Businesses that choose to advertise at Des Moines Ice Sports Facility get more than 200,000 "impressions" that are constantly being reinforced and repeated as people sit and watch the events of their family and friends. These family and friends recognize the need to sport the businesses advertised at the arena...they know that these are the companies supporting the Dreams of those they love.

***So if you have a business you want to promote, or if you would like to play a significant part in the life of a deserving young athlete and their dreams, we ask you respectfully to consider becoming a Des Moines Ice Sport Sponsorship Program.***

# Des Moines Metro Ice Sports Facility Levels of Sponsorships.

## Sponsorships\*

### 1. BEHIND THE NET Sponsor - \$50.00

Your company name will be included in the Metro Ice Sports Facility Game Day Program.

### 2. REDLINE Sponsor - \$100.00

- Your company name posted on the Metro Ice Sports Facility website (MetrolceSports.com)
- Your company name will also be included in the Metro Ice Sports Facility Game Day Program.

### 3. BLUELINE Sponsor - \$200.00

- Your company name listed on our Sponsor Board on a six inch by eighteen inch banner (6" x 18").
- Your company name posted on the Metro Ice Sports Facility website (MetrolceSports.com)
- Your company name will also be included in the Metro Ice Sports Facility Game Day Program.
- You company will also receive ten (10) Open/Public Skate admission tickets.

### 4. COACHES CORNER Sponsor - \$400.00

- Your company name listed on our Sponsor Board on a twelve inch by eighteen inch banner (12" x 18")
- Your company name posted on the Metro Ice Sports Facility website (MetrolceSports.com)
- Your company name will be announced over the public address (PA) system during public skating.
- Your company name will also be included in the Metro Ice Sports Facility Game Day Program.
- Your company will also receive twenty (20) Open/Public Skate admission tickets.

### 5. FACE OFF Sponsor - \$800.00

- Your company name listed on our Sponsor Board on a Twelve inch by thirty-six inch banner (12" x 36"),
- Your company name posted prominently on the Metro Ice Sports Facility website (MetrolceSports.com)
- Your company name will be announced over the public address (PA) system during public skating.
- Your company name will also be included in the Metro Ice Sports Facility Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive thirty (30) Open/Public Skate admission tickets.
- Your company will have the opportunity to insert a coupon or announcement in 5 different Metro Ice Sports Programs.

### 6. TEAM Sponsor - \$1,500.00

- Your company name listed on our Sponsor Board on a Twenty-four inch by eighteen inch banner (24" x 18")
- Your company name posted prominently on the Metro Ice Sports Facility website (MetrolceSports.com)
- Your company's name will be announced over the public address (PA) system during public skating.
- Your company name will also be included in the Metro Ice Sports Facility Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive forty (40) Open/Public Skate admission tickets.
- Your company will have the opportunity to insert a coupon or announcement in 10 different Metro Ice Facility Game Day Programs.

### 7. HAT TRICK Sponsor - \$2,000.00

- Your company name displayed on a Dasher Board or on the Ice-Resurfacer.
- Your company name listed on our Sponsor Board a twenty-four inch by seventy-two inch banner (24" x 36"),
- Your company name posted prominently on the Metro Ice Sports Facility website (MetrolceSports.com)
- Your company's name will be announced over the public address (PA) system during open skating.
- Your company name will also be included in the Metro Ice Sports Facility Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive fifty (50) Open/Public Skate admission tickets.
- Your company will have the opportunity to insert a coupon or announcement in 10 different Metro Ice Sports Facility Game Day Program.

### 8. The Silver Cup Sponsor Ship- \$2500.00

- Your company name displayed on The *Score Board* (There are only two (2) spots for companies on each scoreboard)
- Your company name listed on our Sponsor Board a twenty-four inch by seventy-two inch banner (24" x 36"),
- Your company name posted prominently on the Metro Ice Sports Facility website (MetrolceSports.com)
- Your company's name will be announced over the public address (PA) system during home games.
- Your company name will also be included in the Metro Ice Sports Facility Game Day Program and put in a rotation for advertising on the front of the program.
- Your company will also receive sixty (60) Open/Public Skate admission tickets.
- Your company will have the opportunity to insert a coupon or announcement in ALL the Metro Ice Sports Facility Game Day Program.

## Arena Promotions

**Arena Banner** - Make your company seen by over one hundred twenty-five thousand (125,000) arena visitors during the twelve (12) month period. Metro Ice Sports will prominently display your company name in the Metro Ice Sports Arena (Rough example below)

Metro Ice Sports Thanks Our Sponsors							
Team		Hat Trick				Team	
Face Off		Face Off		Face Off		Face Off	
	Coach		Blueline	Blueline		Coach	

**ScoreBoard** – Make your Company seen for the count. Your company will be displayed on the scoreboard. With every score made, with every tick of the clock, your company is being seen. There are *only* two companies displayed on the scoreboard...Make your company one of them.

**Dasher Boards** – One of the most popular forms of signage for ice arenas. All eyes are focused on your company's dasher board(s) thousands of times each season as the puck passes your signage during play. Dasherboard panels (3' x 8') can make your company's brand/logo part of the action on the panels surrounding the ice surface. Dasherboard panels are in full view of all Arena Guests.

**Ice Re-Surfacers** - Receive prominent on-ice exposure via signage on the ice-resurfacing machine (sometimes referred to as Zamboni). The ice is resurfaced prior to games and between game periods and during public skating. Ice Re-Surfacers advertising (one full side of the Ice-Resurfacers) will be seen by visitors when the ice is resurfaced.

**\*\*\*\*\*ScoreBoard, Dasherboard panel and Ice Re-Surfacers availability are very limited\*\*\*\*\***

**Public Address Announcements** - Make your company heard by hundreds of fans each home game. During games, the public address system will recognize our sponsors.

**Print Advertising:** Print advertising with the Metro Ice Sports Facility offers businesses affordable and effective exposure in the team publication throughout the 2017/2018 hockey season.

**The Metro Ice Sports Game Day Program** - What better way to reach Des Moines Area/Metro Ice Arena guests than by placing your company's advertising message in Metro Ice Sports youth hockey game day programs? Game programs are used by fans to follow their favorite players and are a great way to promote your business or product.

**Note:** *FACE OFF, TEAM, HAT TRICK AND SILVER CUP Sponsors will be spotlighted on the cover page of the Metro Ice Sports Game Day Program on a rotating basis. Special arrangements can be made for a special recognition over the PA system during the game and have your company spotlighted on the cover of the Metro Ice Sports Game Day Program to coincide with your company outing.*

\* All sponsorships and any advertising are for one hockey season only.

\*\* All banners, dasher board, Silver Cup and ice re-surfacer advertising must be with permission of Metro Ice Sports Facility Ownership.

\*\*\* Please contact Metro Ice Sports Facility Corporate Sponsorship Committee Shannon Bennett or Sheri Carter at Sponsorships@metroicesports.com



Metro Ice Sports Facility

5100 NW 72<sup>nd</sup> Street  
Urbandale, IA 50322  
[www.MetroIceSports.com](http://www.MetroIceSports.com)

## Corporate Sponsor Application

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

Contact Person Phone Number: \_\_\_\_\_

Contact Person E-mail: \_\_\_\_\_

**Hockey/Ice Member Working With Company:**

Member Phone Number: \_\_\_\_\_

Member E-mail: \_\_\_\_\_

### Corporate Sponsorship Level:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>BEHIND THE NET</b> Sponsor (\$50.00) | <input type="checkbox"/> <b>REDLINE</b> Sponsor (\$100.00)        |
| <input type="checkbox"/> <b>BLUELINE</b> Sponsor (\$200.00)      | <input type="checkbox"/> <b>COACHES CORNER</b> Sponsor (\$400.00) |
| <input type="checkbox"/> <b>FACE OFF</b> Sponsor (\$800.00)      | <input type="checkbox"/> <b>TEAM</b> Sponsor (\$1500.00)          |
| <input type="checkbox"/> <b>HAT TRICK</b> Sponsor (\$2,000.00)   | <input type="checkbox"/> <b>SILVER CUP</b> (\$2500.00)            |

Corporate Sponsor Level	On ice advertise	Metro Ice Book Inserts	Open Public Skate tickets	Arena PA Announcements	Arena Banner	Metro Ice Website Presence	Metro Ice Game Day Program
BEHIND THE NET							Yes
REDLINE						Yes	Yes
BLUELINE					6" x 18"	Yes	Yes
COACHES CORNER			20	Yes	12" x 18"	Yes	Yes
FACE OFF		5	30	Yes	12" x 36"	Yes	Yes w/frnt
TEAM		10	40	Yes	24" x 18"	Yes	Yes w/frnt
HAT TRICK	Dasher/resurfacer	10	50	Yes	24" x 36"	Yes	Yes w/frnt
SILVER CUP	ScoreBoard	All	60	Yes	24"x36"	Yes	Yes w/frnt

*Note: Dasherboard panel, Silver Cup and Ice Re-Surfacer (HAT TRICK Sponsor level only) availability is limited, check with Corporate Sponsorship Committee Chairman (Name Phone Number) before accepting payment and submitting order. All banners and dasherboard advertisements must be with permission of Metro Ice Sports Facility Ownership. Banner sizes are approximate. All sponsorships and any advertising are for one hockey season only.*

**Special Offering: Business interested in special offering: (\$25.00 additional). Special Offering would be a one-time placement of a special advertisement or coupon in the Metro Ice Sports Game Day Program. To qualify for a special offering the business MUST be a Corporate Sponsor.**

Company Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- Please make checks payable to: *Metro Ice Sports Facility*
- Hockey/Ice Skater Member Working With Company please make two additional copies—send original to Metro Ice Sports with art work attached, provide copy to company, keep copy for yourself.

## Welcome to the 2017/2018 Corporate Sponsorship Program

The Corporate Sponsorship program is a way for Metro Ice Sports to help Hockey Players of all levels and Ice Skaters reduce fees that might prevent them from participating in these sports as well as promote these Ice Sports and improve the Facility for all users.

Those athletes and families participating in this program have the potential to get their fees paid for up to 100%!

- 25% of each Corporate Sponsorship will go back directly to the athlete's fees (Not to exceed actual fees for the sport)
- Local companies are able to advertise in the facility to several thousand local facility users.

Some helpful suggestions that might help with your fundraising:

1. Think of business you frequent often. Those that know you when you walk in the door and those that you enjoy using. Those will be your best sponsors. They already value your business and will be more likely to help with your fundraising.
2. Meet and greet the manager/owner in person. If they are unable to meet with you right then, ask to schedule an appointment that is convenient for them.
3. Don't start your pitch with the smallest amount. Go for a bigger amount. Let the person see we have wonderful advertising opportunities for their business. Try and think ahead of time how each company would benefit from one of the sponsorships. HOWEVER, remember, no company is too small. If they can only afford \$50 today, GREAT! We have a year to show them how much we use their business and hopefully next year they will be looking to move up in the program.
4. Take your skaters or pictures of your skaters with you. Show them what hockey is about: show them the players. Invite them to see them in action in a game. Let them see where their money is going and how it will help your skater and other skaters.
5. Remember, once you have a sponsor enrolled in the program, they remain YOUR FAMILY's sponsor as long as they want to continue and you have children in the program. Don't stop contacting potential sponsors just because you have met the goal/fees for this year. Get your sponsors lined up for those bigger years to come!

**Before contacting potential sponsors, you MUST get approval from Shannon or Sheri by EMAIL ONLY.** This will provide us with a time/date stamp and will be first come, first serve. By doing this, companies do not get several skaters contacting them at the same time. We will return your request ASAP so you can get your fundraising started.

Please email Shannon or Sheri at [Sponsorships@metroicesports.com](mailto:Sponsorships@metroicesports.com) with potential sponsors or questions.

Total # of Friends of Metro Ice Listings: \_\_\_\_\_

Total \$: \_\_\_\_\_

## Friends of Metro Ice Listings

Friends of Metro Ice listings are one-line messages displayed on the Metro Ice Sports website, often supporting a specific skater. The minimum donation is \$10. Skaters will be credited **100%** of the donation value toward fees.

Examples:

*Good Luck Jimmy! From Grandma and Grandpa Smith*

*Wish all the Squirts a great hockey season! Jane and John Smith*

You may have as many of these listings as you like. It is the skater’s responsibility to collect the money for the ads and turn in the money with this form. This program is designed for donations from friends and family: company names will NOT be listed on the site under this program. If you have a company that would like to advertise with Metro Ice Sports, we encourage you to use the Corporate Sponsorship Program.

**Please place listings and money in a sealed envelope marked with “Friends of Metro” and you name.**

Skater: \_\_\_\_\_ Division: \_\_\_\_\_

Parent/Guardian: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Friends’ messages:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Listings can be mailed to:

Friends of Metro Ice

5100 NW 72<sup>nd</sup> Street

Urbandale, IA 50322

Or give to Sheri Carter, Shannon Bennett or leave in locked box by East entrance.