



Reaching Rice Lake Area Consumers

The Rice Lake Hockey Association (RLHA) is offering tangible opportunities to reach your customer audience. The numbers are impressive. Between 15,000 and 18,000 fans will enter the arena over the course of 175 home games during the 2013-14 season. In addition, the association is made up of over 300 players, coaches and parents from the Rice Lake area.

With a variety of creative marketing opportunities available, your business efforts can be furthered and at the same time you'll feel good knowing you're supporting an activity that stresses discipline, dedication and sportsmanship for today's youth.

Operating Responsibly

It's well-known that few sports rival youth hockey for its level of passion, and for the commitment of family time and financial resources required to participate competitively. RLHA's goal is to keep its annual player fees as low as possible. This is important so youth from all economic backgrounds can participate. The ongoing costs associated with the almost continual maintenance of the ice arena have reached levels where some communities have had to abandon their programs.

Utility bills alone can be staggering—in excess of \$6,000 per month when the ice is down. However, RLHA is proud that their leadership, over the past 30-year existence of the arena, has operated in a very fiscally responsible manner. Most of the labor is volunteered, supplies are often donated, and when "used" will do—it has been purchased over new. RLHA is entirely self-sufficient, relying on fundraising and players' fees to operate. The association has made significant investments in the ice arena, and the list of desired updates is long.

Corporate Sponsorship Opportunities

The following opportunities are available for promoting your business in association with Rice Lake hockey and its fans.

Type	Location	Annual Investment
Wall signs 4'x8'	Surrounding interior of arena	\$275* + initial build cost
Scoreboard lit signage 3'x8'	Surrounding scoreboard (6 total)	\$500** 3yr. commitment
Sideboards 3'x8'	Inside playing surface. Investment includes sign build costs 2 signs on opposing sides of rink	\$400** for 1 sign 3 yr. commitment \$600** for 2 signs 3 yr commitment
Standalone lit sign	Concession end of arena	\$1200**
Unique promotion	RLHA is willing to work with all companies on unique or customized promotions. Just ask!	

* Price is accompanied by a one-time, \$250 artwork charge for initial sign build

** 3 year commitment preferred due to graphics/ build cost (which is included)

Online Exposure

By participating in any of the sponsorships, your company name will appear under a sponsorship link at www.ricelakehockey.com

Sign Examples



4'x8'



4'x8'



3'x8'



3'x8'



Rink View



Lit Scoreboard 3'x8'

Numbers Summary

175
Home games played
18,000
Fans that will see your brand