



## Ice Hockey Advertising

The Lancaster County Youth Amateur Hockey League (LCY AHL) – Lancaster Firebirds is consistent with that of USA Hockey for its Youth programs: “To provide an improved grass-roots foundation for the growth and development of USA Hockey, designing programs aimed at increased participation, improved skills and a responsible environment for the conduct of youth hockey”.

The Lancaster Ice Rink is a very unique facility. We are one of the few not-for-profit ice skating facilities in Pennsylvania that is owned and operated by a youth hockey organization. The Lancaster County Youth Amateur Hockey League (LCY AHL) – Lancaster Firebirds has been in existence since 1971. Our organization began skating at the ice rink in the Park City Mall. After the Park City Rink closed, we had to find ice time in Hershey and Mechanicsburg. At that time, we had only 80 players in our organization. In 1984, the Franklin & Marshall College Ice Rink opened, and our organization began to grow. During the years at Franklin & Marshall Rink on Harrisburg Pike, we saw the development of programs such as public skating, youth hockey, free clinics, college and men's league hockey and figure skating. Then, in 1994, our dream of having our own rink became a reality. The LCY AHL – Lancaster Firebirds had saved enough money from years of fundraising to build our own ice rink in the Granite Run Corporate Center. Hundreds of volunteers helped build the Lancaster Ice Rink. Today, the Lancaster Firebirds has over 750 participants, including youth hockey teams, girl's hockey program, adult league, learn to skate clinics, and learn to play hockey clinics. The Lancaster Ice Rink is also pleased to host the many high school teams that play in the CPIHL. Annually, we have approximately 250,000 skaters and spectators walk through the doors at the Lancaster Ice Rink. Given that the Lancaster Ice Rink is owned and operated by the LCY AHL – Lancaster Firebirds, means that all paying skaters are part owners of this facility. We are very proud of our rink and of the people who work and volunteer here.

With these facts in mind, advertising with the Lancaster Firebirds produces a great opportunity to give your company more exposure to the local community at a cost effective price to help provide a better return on your investment. This all adds up to thousands of people attending practices, games, clinics and special events month after month, giving your ad & business constant and repetitive exposure all year!

The LCY AHL - Lancaster Firebirds Ice Hockey appreciates your interest in the community in considering this unique and cost effective advertising opportunity. We look forward to working with you and supporting your business as one of our advertisers.

Thank you,

LCY AHL Board of Directors, Players and Parents



The Lancaster County Youth Amateur Hockey League (LCY AHL) and Firebirds Hockey Club are proud to offer the following sponsorship opportunities to the local community.

Please contact [LancIceRinkAdvertising@outlook.com](mailto:LancIceRinkAdvertising@outlook.com)

## PREMIERE SPONSORSHIPS:

### PLATINUM LEVEL (1 available)

#### Rink Naming Rights

(Lighted sign on exterior of rink, with visibility from Rte. 283)

- **Lobby welcome sign**  
This will be the only advertising on any type in lobby.
- **Email footer**  
All emails sent from the organization will include your rink name in the header.
- **In-Ice Logo -Large**  
Your company Logo at Center Ice.
- **Dasher Boards**  
Two (3) located at each of rink, behind goal area and at Center ice.

Payment Terms - \$20,000 1st year, \$9000.00 per year remainder of agreement.

**COST:**  
**\$100,000**  
10 Year  
Commitment

### GOLD LEVEL (1 available)

#### Zamboni & Dasher Board

- **Zamboni**  
Company logo and or image.
- **Dasher Board**  
1 Dasher board located at home team bench.

**COST:**  
**\$25,000**  
\$5,000 per year  
5 Year  
Commitment

### SILVER LEVEL (2 available)

#### 1/2 Score Board and Dasher Board

- **1/2 score board ad space**  
Company logo or Name
- **Dasher Board**

**COST:**  
**\$7,500**  
\$2,500 per year  
3 Year  
Commitment



## OTHER SPONSORSHIP OPPORTUNITIES:

### ● In-Season Pucks (August thru February)

**\$1,000 per season (1000 pucks). Your company logo on one (1) side. Pucks used for all home games**

### ● Dasher board 8 ft. ad

*Inside rink, on bench side visible from stands*

**\$700 per season (3 season commitment required)**

### ● Exterior dasher board 8 ft ad

*Exterior of boards (section visible when rink is entered from lobby)*

**\$1,500 per season (3 season commitment required)**

### ● In-Ice Logo

**\$2,500 per season (3 season commitment required)**