



Looking to promote your business? Black River Youth Hockey has sponsorship opportunities available for year-round advertising at the Milt Lunda Memorial Arena.

During Hockey season, these signs are seen almost daily by locals and traveling families. The Milt hosts 4-5 hockey tournaments a season with teams coming from all over the state. High School games are held multiple times during the week, and youth games are held every weekend.

These signs are seen by thousands of people every year, not just during hockey season. The Milt Lunda hosts many community events. During the spring, the arena hosts Jackson County's Great Taste Festival, a fundraiser for the Black River Falls Athletic Booster. This event brings breweries, wineries, and culinary facilities to showcase their goods for the day.

Several weekends out of the summer, the fairgrounds host several animal shows and pageantry events. Finally, at the end of summer, we have Jackson County Fair, which is 5 days of constant traffic in and out of the Milt Lunda Memorial Arena.

Black River Falls Figures Skating Club also brings in many visitors to the area during the winter. Figure Skating competitions bring in 100's of skaters and their families to show their skills. The annual ice show has 4 sold out shows every year, bringing in 400+ spectators per show.

As you can see above, thousands of people will step foot into the beautiful Milt Lunda Memorial Arena. Your ad will capture the eye of all those that pass through or sit and watch the Zamboni resurface the ice. The Milt (as we lovingly call it) is a facility that is home to many organizations that bring a variety of people to the Black River Falls Area.

Thank you,

Reyna Stahl
Advertising Chair
715-896-3128
reynarod11@gmail.com

BLACK RIVER YOUTH HOCKEY ADVERTISING PLAN

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

I am interested in purchasing one of the following advertising options for this year:

- \$500 Premium Annual Fee – Advertising on individual boards displayed in Milt Lunda Memorial Arena in prime viewing space. **Last year's Zamboni and scoring tower sponsors will get first choice.**
- \$500 Dasher Board Fee- Advertising on the rink boards by the ice. Dasher boards make up the bottom part of the barrier in the rink. Initial set up fee is \$365 in addition to the annual \$500 advertising fee. **BRYH will work with a company to get the sign made, these have to be a special sign to withstand the hockey pucks. Space is limited, please contact Reyna to see what is available. Dasher board advertising the first year will cost \$850**
- \$400 Table Top Fee - Advertising on table tops in the warming area. This consists of 8 tables that seat 3-4 people at a time. (Inserts will have to be purchased by the sponsor)
- \$250 Basic Annual Fee – Advertising on individual board displayed on walls inside Milt Lunda Memorial Arena.

Costs of the actual sign are the responsibility of the company, not BRYH. You can have a sign made anywhere you'd like (Premium and Basic Signs). Smiley Bear in Black River Falls has made signs for the rink in the past.

Questions? Email Reyna Stahl reynarod11@gmail.com

Total Advertising Cost of Above Options for 2025-2026 season: _____

Payments are due by October 1, 2025

Please Check One:

- My business has an advertising sign in the arena and I want to keep it up based on the above advertising plan selected
- I am not interested in purchasing advertising at this time and understand that if my business currently has an advertising sign in the arena it will be taken down immediately by BRYH

- My business needs to purchase an advertising sign to begin advertising in the arena and I have selected an advertising plan above

- I am not interested in advertising at this time, but I have enclosed my donation of _____ to Black River Youth Hockey

Return form and payment to:

Black River Youth Hockey Attn: Reyna Stahl N6568 Leicht Rd Black River Falls, WI 54615