

# ABOUT THE RINK

Verona Ice Arena (Formerly Eagles Nest) is a Non-Profit facility that is operated by ICE Inc. (a volunteer Board of Directors) and is managed by Joel Marshall & Mike O'Brien. The arena is one of the finer ice facilities in the state.

The 2 rink facility has an Olympic sized ice sheet with capacity of 900 spectators, an NHL sized rink with 1300 capacity limit. 13 locker rooms, heated mezzanine & concourse overlooking rinks, House of Hockey (a year round pro shop), and concession/bars in both rinks.

The arena provides ice for kids of all ages. A variety of events take place throughout the year; youth & adult hockey, learn to skate programs, figure, speed, senior, and recreational ice skating. Verona Ice Arena is the popular spot of ice sport activity in the Southern Dane County area.

The arena is home to several youth hockey organizations: Verona Area High School Hockey, Verona Wildcat Youth Hockey, Mavericks Girls Hockey, & Edgewood HS Hockey.

The arena is open 12 months a year and easily has over 100,000 spectators and participants every year.



**ICE Inc: Verona Ice Arena  
451 E. Verona Ave  
Verona, WI 53593**



## SPONSORSHIP OPPORTUNITIES



**VERONAICE.COM**

# INTERESTED ?

Please contact Joel Marshall, Verona Ice Arena Manager, to reserve your ad space and/or inquiry about other advertising & marketing opportunities.

**Please return this form/info to:**

Verona Ice Arena  
 451 E Verona Ave, Verona, WI 53593  
 608-845-RINK (7465)  
 veronaicearena@gmail.com

I am interested in helping Verona Ice Arena by sponsoring:

- Rink Banner Sign
- Dasher Board Ad
- Lobby Advertisement
- Zamboni Sponsorship
- Restroom Advertisement
- Other: \_\_\_\_\_

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

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

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

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

Telephone #: \_\_\_\_\_

# SPONSORSHIP OPTIONS

## Rink Banner Sign\*



Size: 4' x 8'  
Logo Set-up: \$250  
Term: 1 Year  
Cost: \$500 - \$1000/yr

Bench/Bleacher      Scoreboard Wall

## Zamboni Sponsorship\*



### Side/Front Panels- Size: 24" x 6'

Logo Set-up: \$250  
Term: 3 Year    Cost: \$2000/yr

### Exclusive- Size: Entire Machine

Logo Set-up: \$1500  
Term: 3 Year    Cost: \$5000/yr

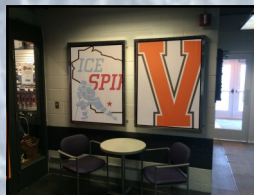
## Dasher Board Ads\*



Size: 30" x 8' or 4'  
Logo Set-up: \$375(2), \$750(4)  
Term: 3 Year  
Cost: \$2000/yr

(4 Spots @ 4')  
 (2 Spots @ 8')

## Lobby Advertisement\*



Size: 36" x 48' (1/2)  
Cost: \$1000(\$500)/yr  
Logo Set-up: \$50  
Term: 1 Year  
Limit: 2 Full Displays

## Restroom Advertisement



Size: 11" x 17" (x3 Placements)  
Logo Set-up: \$25  
Term: 6 Months      Cost: \$100  
Term: 1 Year          Cost: \$200

## Locker Room Sponsor\*



Size: Custom  
Logo Set-up: \$500  
Term: 3 Year  
Cost: \$1000/yr  
Limit: 4 Rooms

*\*All sponsors are listed on website & can display brochures in lobby at no additional charge!  
 Additional Ad Sponsor locations subject to discount*