



Corporate Advertising Opportunities

5180 DALE BOULEVARD, WOODBRIDGE VA 22193
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WWW.PWICE.COM

[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCDNNNV8Ygc6YxEXwXBHdBNA](https://www.youtube.com/channel/UCDNNNV8Ygc6YxEXwXBHdBNA)

Why Advertise with Prince William Ice Center?

- Advertising at Prince William Ice Center is affordable!
- Our rates will ensure a great return on your advertising dollar.
- Prince William Ice Center provides Northern Virginia with a new, state-of-the-art facility.
- Skating programs on our NHL and Olympic-sized rinks year round, for skaters of all ages and abilities.
- You will have a captive audience, our typical patron spends at least two hours or more at Prince William Ice Center each visit.
- We draw a diverse group of patrons, they come from all levels of education and careers, from single to families and all age groups.



Our Programs

- Learn to Skate
- Learn to Play Hockey
- Public Ice Skating Sessions
- Birthday Parties
- Group and Private Lessons
 - Adult Hockey League
 - Youth Hockey League
- Fundraising Programs
 - Scout Programs
 - Free Style
 - Stick and Shoot
 - Snow and Story



Clubs that Skate at PWIC

- Potomac Patriots Junior Hockey
- Potomac Patriots Youth Hockey
- National Blades Synchronized Skating Teams
- Washington Figure Skating Club
 - Speedskating Clubs
 - Potomac Speed Skating Club
- Northern Virginia Skating Club
 - Virginia Ice Theater



College and High School Hockey

- **College Hockey**
 - *George Mason University*
 - *NOVA Community College*
 - *University of Mary Washington*
- **High School Hockey**
 - *Forrest Park High School, Woodbridge, VA*
 - *Woodbridge High School, Woodbridge, VA*
 - *Osborn Park High School, Manassas, VA*
 - *Osborn High School, Manassas, VA*
 - *Hylton High School, Woodbridge, VA*
 - *Hayfield-South County Secondary School, Fairfax, VA*
 - *Robinson Secondary School, Fairfax, VA*
 - *North Stafford, Stafford, VA*
 - *Mountain view High School, Stafford, VA*



Special Events

- Adult Hockey Tournaments
- Youth Hockey Tournaments
 - Charity Hockey Games
- Figure Skating Test Sessions
- Figure Skating Competitions
- Speedskating Competitions
 - Synchronized Skating
- Bi-Annual Holiday Ice Show
- Jr. Hockey Showcase Tournaments
 - School Fundraisers
- Washington Capitals U8 Jamboree



Demographics

Prince William County Annual Household Income

100,001 or more – 50.5%

75,000-100,000 – 14.1%

40,000-75,000 – 20.4%

20,000-40,000 – 9.6%

Under 20,000 – 5.4%

Prince William Ice Center Client Base

Prince William County - 75%

Fairfax County - 10%

Stafford County - 10%

Other - 5%

How Long Our Clients Stay

2 hours or more - 65%

1 ½ hours - 25%

1 hour or less - 10%

73.3% of Prince William County Residents own their own home.

Average household income in Prince William County is \$107,132



Dasher Board Advertising

- \$2,500
 - (1) Year
 - Displayed on one rink
 - 5'3" x 3'0" & 8'0" x 3'0"
- \$4,200
 - (1) Year
 - Displayed on two rinks
 - 5'3" x 3'0" & 8'0" x 3'0"



Re-Surfacers Advertising



- \$3,000
 - (1) Year
 - (1) 4'0" x 6'0" Company logo on the top of the Zamboni
- \$12,000
 - (2) Years
 - (1) Fully graphic wrapped Zamboni



Banner Advertising

- \$2,500
 - (1) Year
 - (1) 6'0" x 8'0" Company banner hung inside the arena
- Custom banner sizes and prices can be discussed with the GM



In-Ice Advertising

- \$7,000
 - (2) Years
 - (1) Up to 25 sf. logo installed under the ice
- \$10,000
 - (1) Year
 - (1) Full center ice logo
- Currently selling for the 2023 in ice renewal



Digital Advertising

- \$200
 - (1) Month
 - (1) Minute Video that is displayed at the check in counter
 - Will be displayed a minimum of 10 times an hour
 - Minimum of (3) months must be purchased
- \$175
 - (1) Month
 - (15) Seconds digital logo will be displayed at the check in counter
 - Will be displayed a minimum of 20 times per hour
 - Minimum of (3) months must be purchased



Additional Advertising Opportunities

- Schedule Advertising
- Rink Glass Advertising
- Tournament Sponsorships
- Adult Clinic Sponsorship
- Adult Hockey League Sponsorship
- Potomac Hockey Academy Jerseys
 - Patriots Podcast Segments
- Junior Hockey Video Broadcasting (Seen on Hockey TV)
 - In-Game Advertising
(Tee-Shirt Toss, Shoot to Win, Chuck a Puck)





**Building Next Generation
World Class Athletes**

www.toptierstrong.com



VIRGINIA
Ice Theatre



**National
Blades**

SYNCHRONIZED SKATING TEAMS



INNOVATIVE
SPORTS MANAGEMENT



POTOMAC
PATRIOTS HOCKEY



POTOMAC
LADY PATRIOTS



MASON
ICE HOCKEY