

SPONSORSHIP & MARKETING MEDIA KIT

ICEFACTORY.COM



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NEARLY THREE DECADES

Operating since 1998, a pillar of the Osceola County community for nearly 30 years.

ELITE SHOWCASES

Hosted numerous elite hockey events and figure skating showcases.

A-LIST REPUTATION

Known across the state for outstanding ice quality, attracting elite-level athletes and teams.

OLYMPIC-LEVEL STAFF

Team of 90+ staff members

Olympic-level programing: Coaching staff includes former Olympians, National Champions and International Competitors.



UNIQUE FEATURES

The Ice Factory of Central Florida in Kissimmee stands out for several unique features that make it a premier destination for ice-related activities:

- ▶ Two Ice Sheets: Full-size NHL rink + smaller studio rink
- ▶ 750-seat spectator bleachers
- ▶ Full-service café, party rooms, and locker facilities
- ▶ Elite skating school led by Olympians and champions
- ▶ Central location near Orlando attractions (Disney, Universal)



ICE FACTORY STATISTICS

400,000+ ANNUAL VISITS

60,000+ PUBLIC SKATERS (PLUS FAMILY/SPECTATORS) **700+** UNIQUE SKATING SCHOOL PARTICIPANTS

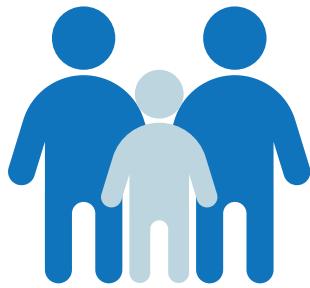
22 ADULT RECREATIONAL HOCKEY TEAMS **7-9** YOUTH TRAVEL HOCKEY TEAMS PER SEASON



TARGET AUDIENCE & DEMOGRAPHICS

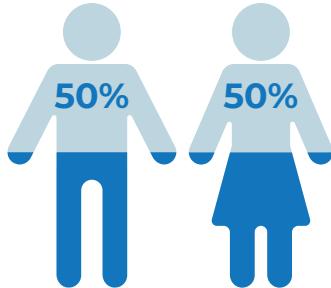
AUDIENCE PROFILE

AGE DEMOGRAPHICS



PREDOMINANTLY 25-54 YEARS OLD

GENDER DEMOGRAPHICS



BALANCED MALE AND FEMALE

MEDIAN HOUSEHOLD INCOME



\$59,186 – \$86,649

AVERAGE HOUSEHOLD INCOME



\$75,705 – \$100,665

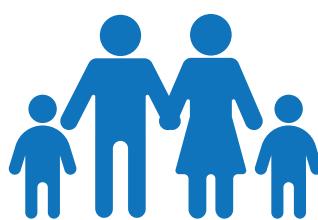
HOME OWNERSHIP: APPROXIMATELY 67.3%

EDUCATION



BACHELOR'S DEGREE OR HIGHER: 25.8% – 33.2%

INTERESTS



- FAMILY-ORIENTED ACTIVITIES
- HEALTH AND FITNESS,
- YOUTH SPORTS,
- COMMUNITY EVENTS

AUDIENCE INSIGHTS

Our patrons are community-focused individuals and families who value healthy lifestyles and active participation in recreational sports. They are engaged, brand-conscious, and responsive to family-friendly marketing initiatives.



EVENT CALENDAR

RECURRING EVENTS INCLUDE

PUBLIC SKATING SESSIONS
Daily & Themed Nights

YOUTH & ADULT HOCKEY
Games & Tournaments

LEARN-TO-SKATE CLASSES
& Figure Skating Shows

CURLING LEAGUES
& Open Houses

HOLIDAY & SEASONAL
Parties & Family Events

MARKETING STRATEGY

SOCIAL MEDIA



ACTIVE ON FACEBOOK/INSTAGRAM WITH 10K+ COMBINED FOLLOWERS

EMAIL CAMPAIGNS



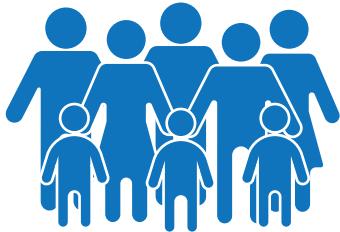
TARGETED NEWSLETTERS AND PROMOTIONAL BLASTS

ONSITE PROMOTIONS



LOBBY EVENTS, BRANDED GIVEAWAYS, CROSS-PROMOTIONS

COMMUNITY OUTREACH



PARTNERSHIPS WITH SCHOOLS, BUSINESSES, YOUTH ORGS

WHY THE ICE FACTORY?

BRAND EXPOSURE

- ▶ Daily foot traffic across multiple touchpoints
- ▶ Branding on dasher boards, Zamboni, in-ice, digital signage

COMMUNITY ENGAGEMENT

- ▶ Position your brand as a positive, visible local partner
- ▶ Align with family values, youth empowerment, and active living
- ▶ Connection through our strong ties and active involvement in the local community.

TARGET REACH

- ▶ Middle-to-upper income families and fitness-focused adults
- ▶ Local & regional audiences attending events or skating programs

