

# 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.

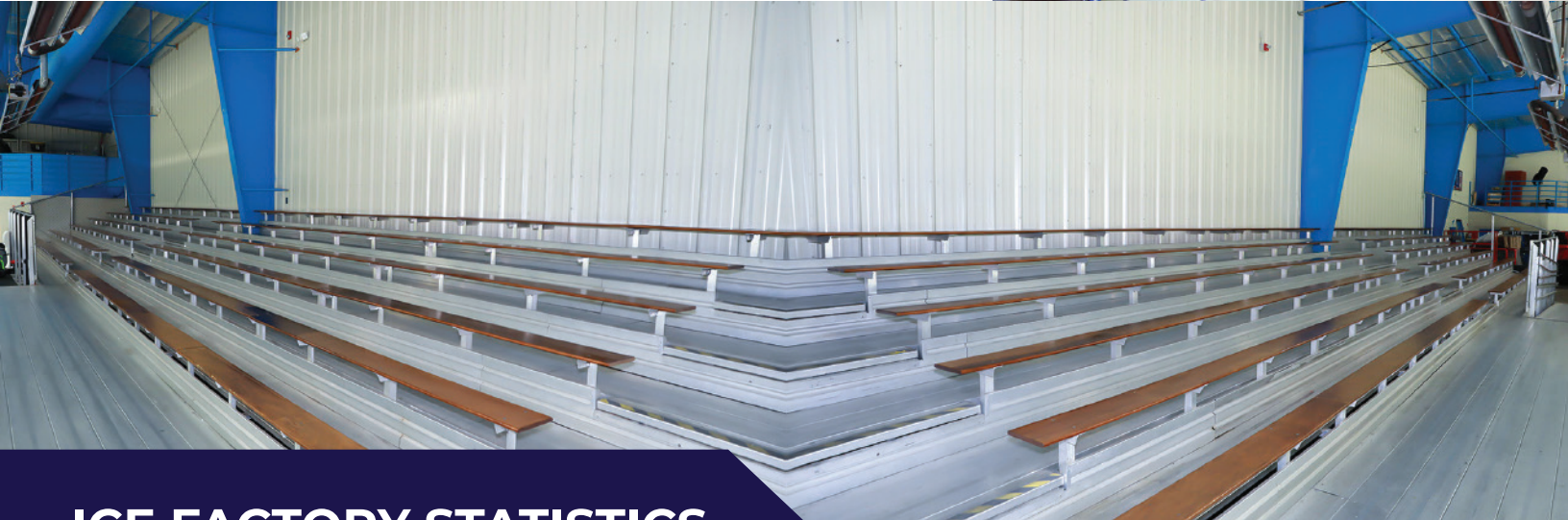




# UNIQUE FEATURES

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

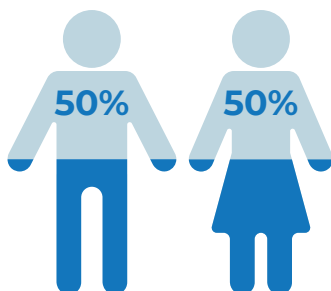
## AUDIENCE PROFILE

### 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**

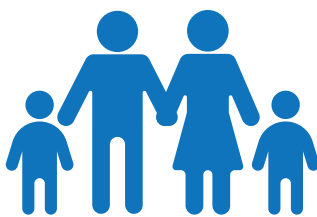
**HOMEOWNERSHIP: APPROXIMATELY 67.3%**

### 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



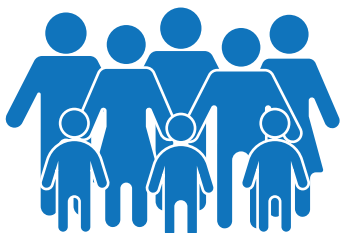
TARGETED NEWSLETTERS  
AND PROMOTIONAL BLASTS

## 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

