

# BLOOMINGTON ICE GARDEN

## *2019 Promotional Opportunities*





# A Facility Rich With History

*The Bloomington Ice Garden (BIG) has long stood as one of the facilities that other ice rinks around the state are judged against.*

*Built in 1970, Bloomington Ice Garden was one of the arenas used during the 1980 US Olympic teams try-outs, and later as a practice rink for the team when the nearby Met Center was not available. BIG was also used in the same facet for the Minnesota North Stars, as a secondary practice arena over the teams existence. The Twin Cities Vulcans, and Bloomington Jr. Stars USHL squads once called BIG home as well and the Minnesota Wild has used the facility for practices open to the public.*

*In 2017, Bloomington Ice Garden, took 1st runner-up in the 3rd annual Kraft Hockeyville USA competition*





# A Cornerstone for the Community

*Today, the Bloomington Ice Gardens plays an important role not only within the community of Bloomington, MN but the entire state of hockey.*

*Equipped with three rinks and a seating capacity of 2,500, BIG is home to the Bloomington Kennedy and Bloomington Jefferson High School Hockey programs, the Bloomington Amateur Hockey Association, numerous youth hockey tournaments, a robust schedule of adult hockey leagues, a thriving figure skating program and countless public events.*

*The facility draws more than 800,000 visitors per year and is a key gathering place for the local community.*





# A Hard to Reach but Desirable Audience

*Individuals who spend time in Ice Arenas are an attractive but hard to reach demographic. They represent high income and busy families that invest a large share of their time and money on the activities that happen at the arena.*

*On average, a youth figure skater or ice hockey player makes four visits per week to their rink for practices, games or competitions and each of these visits lasts upwards of 1.5 to 2 hours. More often than not their parents or loved ones spend that same amount of time watching from the stands making them hard to reach through traditional advertising mediums.*



**USA Figure Skating**  
**Avg. HHI: \$134,000**

**USA Hockey**  
**Avg. HHI: \$128,900**



# Benefits That Go Beyond Impression Numbers

*While brands that appear inside the Bloomington Ice Garden will receive a sizable number of impressions they will be viewed by spectators as more than just advertisers. Brands will also enjoy the goodwill that comes with supporting the local youth programs and the venue that creates so many special memories.*

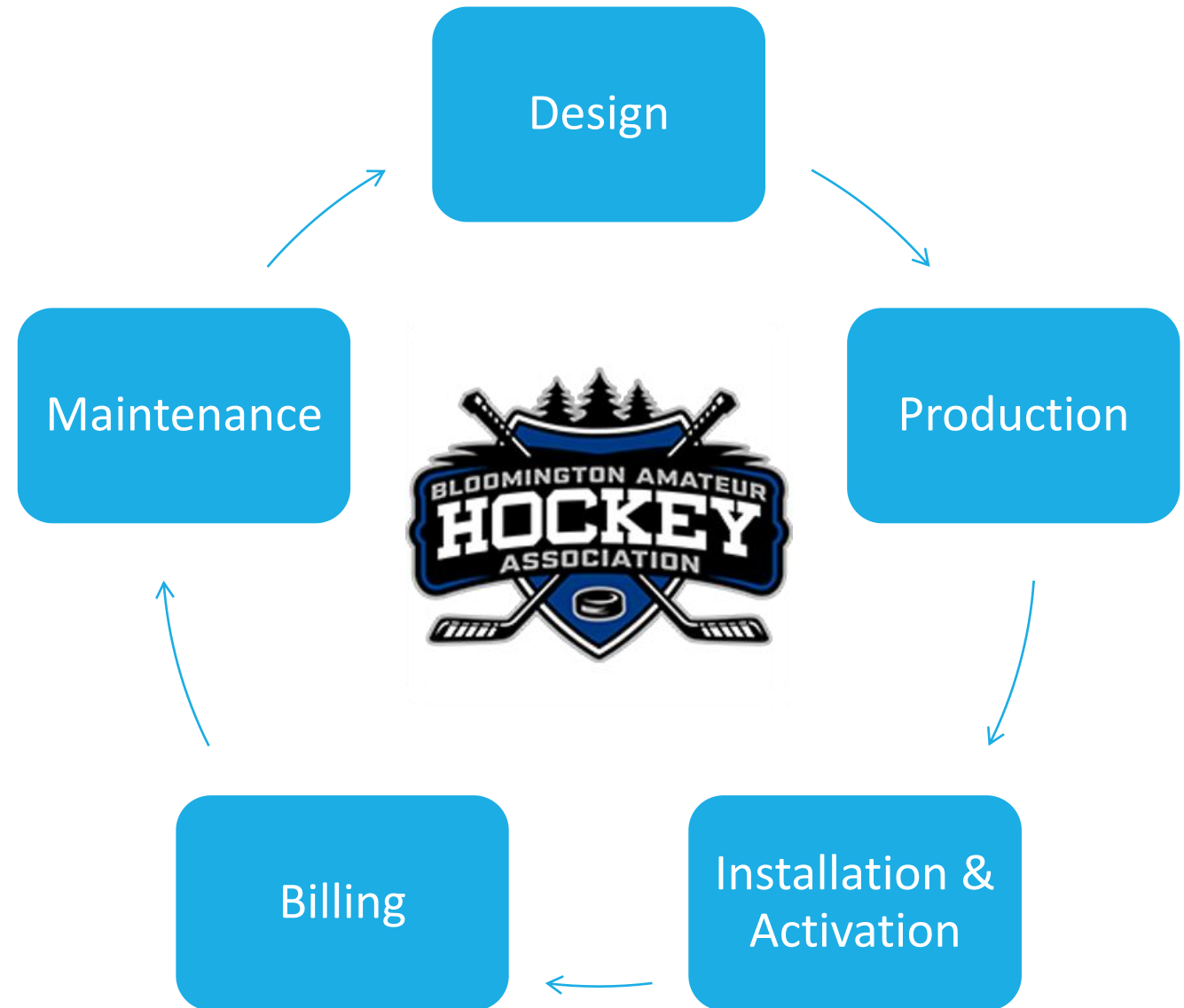
*The single greatest affinity that any parent has for an athlete is for their own son or daughter and the Bloomington Ice Garden can put brands at the center of that relationship.*



**SOME PEOPLE  
HAVE TO WAIT  
THEIR ENTIRE LIVES  
TO MEET THEIR  
FAVORITE  
PLAYER**  
*I raised mine.*

# A 100% Turnkey Solution

*Most importantly, Bloomington Amateur Hockey Association (BAHA) through its partnership with the Bloomington Ice Garden offers a turnkey and hassle free solution for brands looking to engage with this desirable audience. Brands work with one contact and BAHA handles all aspects of production, installation, maintenance and billing.*





# Available Opportunities

*The Bloomington Ice Garden offers a number of opportunities for partners to integrate their brand with the events and activities that take place at the venue. These opportunities include but are not limited to:*

**Dasherboard Advertising:** Static signage displayed on the rink boards in full view of all rink visitors offer partners the opportunity to showcase their commitment to the community. This advertising is available in all three rinks and measures approximately 3' x 8'.

*Dasherboard rate: \$1,200 per year/3 year term*

**In-Ice Logos:** An opportunity reserved for a limited number of partners, In-Ice Logos put partners in the game and offer maximum exposure during events.

*In-Ice Logos rate: \$2,500 per year/3 year term*





# Available Opportunities

**Zamboni Advertising:** Always an attraction for curious spectators, BIG operates three Zamboni's that are available to be wrapped in a partners branding message.

Zamboni Advertising rate: \$4,500 per year/3 year term

**Live Activations:** As one of the premiere tournament venues in the state, BIG offers brands the opportunity to activate on site to engage and interact with spectators

Live Activation rate: Varies by event

**Distribution of Promotional Materials:** With more than 800,000 visitors, BIG can put printed materials into the hands of potential customers.

Distribution Rate: \$300 annually





# Get in the Game

*With customizable options that fit every objective and budget, the Bloomington Ice Garden is ready to insert your brand into the powerful relationship that State of Hockey has with our facility.*

*Dollars spent on advertising in the Bloomington Ice Garden contribute back to making improvements to the facility and keeping ice time and registration fees affordable for the families that participate that call the facility home.*



**Chris Potenza**  
**Advertising Manager**  
**Bloomington Amateur Hockey Association**  
**(952) 855-1762**  
**[chris@rinkadnetwork.com](mailto:chris@rinkadnetwork.com)**