

# LARSON ICE CENTER



**HOCKEY PERFORMANCE CENTER  
& Sustainability Drive**



# SUPPORTING YOUTH SPORTS **THE RANGERS** IT MATTERS

DEMONSTRATES SUPPORT FOR YOUTH SPORTS  
CREATES AWARENESS AND VISIBILITY FOR YOUR BRAND  
SHOWCASE YOUR COMMUNITY AND SOCIAL RESPONSIBILITY  
DRIVE TRAFFIC TO YOUR BUSINESS  
BE PART OF A WINNING PROGRAM



## HOCKEY PERFORMANCE CENTER & Sustainability Drive





# From Coach Justin Kirchhevel

Each year over 200,000 fans, coaches, families, and players from Brookings and around the region walk through the doors at the regions premier youth hockey center, Larson Ice Center. We take great pride in knowing that our fans , players and coaches call Brookings home.

The RANGERS HOCKEY PERFORMANCE CENTER is vital to our program to keep pace with organizations across the country. The Rangers have proven to be perennial success at the state level and competitive at the national level. This training center will bring a world class player development resource to our community. It is our vision to make Rangers hockey for boys and girls the hottest ticket in the region. With your support, our student athletes will have a more enhanced experience while giving dynamic exposure to you and your business. We see this as a partnership between the ice skating community and you for increased exposure and you while supporting youth athletics in Brookings.

Justin Kirchhevel  
Brookings Rangers Varsity Coach  
BISA Hockey Director



## HOCKEY PERFORMANCE CENTER & Sustainability Drive

Dear prospective sponsor,

We first would like to thank you for your past support for the Brookings Ice Skating Association (BISA).

BISA is now embarking on an improvement within the Larson Ice Center through the construction of the hockey performance training center intended to further develop of our youth athletes in Brookings and surrounding communities through speed, strength, skill development and nutrition.

The Rangers program has a long history of success through winning programs and development of our youth in the area. This past season (2020-21) we successfully completed all league and state tournament games at each age level in spite of the global pandemic by following CDC cleaning and distancing guidelines. The season was capped off by state championship wins by both the Rangers boys JV and varsity teams.

The ice skating community is a giving organization, loyal to our sponsors and supporters in the community. We are offering you this opportunity to be featured at Larson Ice Center at this time as we seek to expand our facilities which will help adding programs designed around active and healthy lifestyles.

**Fund Raising goal:**

Our \$500,000 goal will enable us to receive \$500,000 in matching funds from Dale Larson for the Ranger Hockey Performance Center and an additional \$500,000 in sustainability funds.

Please consider our invitation to participate in sponsoring the Hockey Performance Center at Larson Ice Center to help make it a reality and take the development of our youth to another level. Your future support of our local youth is greatly appreciated!

John Kahle President 605.595.4371

Kelly Koenig Past President 605.695.9924

Missie Foerster Director of Marketing 605.690-1887



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# Larson Ice Center - Fact Sheet



The Larson Ice Center is one of the most heavily used park and rec facilities in Brookings and offers indoor ice skating to communities within a 30 mile radius. It is the home of the Brookings Rangers boys and girls hockey teams and Brookings Figure Skating Club. It is a year round facility also used by the SDSU Club Hockey team, SDSU broom-ball, public open skating, hockey camps, private rentals, indoor walking area, and many private rentals. The Swiftel Center located nearby, utilizes both rinks for indoor events in summer months.

ANNUAL DOOR COUNT      **220,000+**

SEATING CAPACITY      **2080** (1,280 red + 800 blue)

## EVENTS PER YEAR

VARSITY GAMES      25+

SUB VARSITY GAMES      180+

TOURNAMENTS      10

## FIGURE SKATING

## HOCKEY

YOUTH PARTICIPANTS/YR      28-53

225-250

**SDAHA TEAMS**-Aberdeen, Brookings, Huron, Mitchell, Pierre, Rapid City, Sioux Falls, Watertown, Yankton, Sioux Center IA

**TOURNAMENT TEAMS:** Minnesota, Iowa, Nebraska, Canada, North Dakota

**COMMUNITIES SERVED:** Brookings, SDSU, Volga, Aurora, Arlington, Estelline, White, Lake Preston, Coleman, Madison, Flandreau.



# HOCKEY PERFORMANCE CENTER & Sustainability Drive

# Focused Training Areas



**Synthetic ice shooting lanes  
24' x 84'**



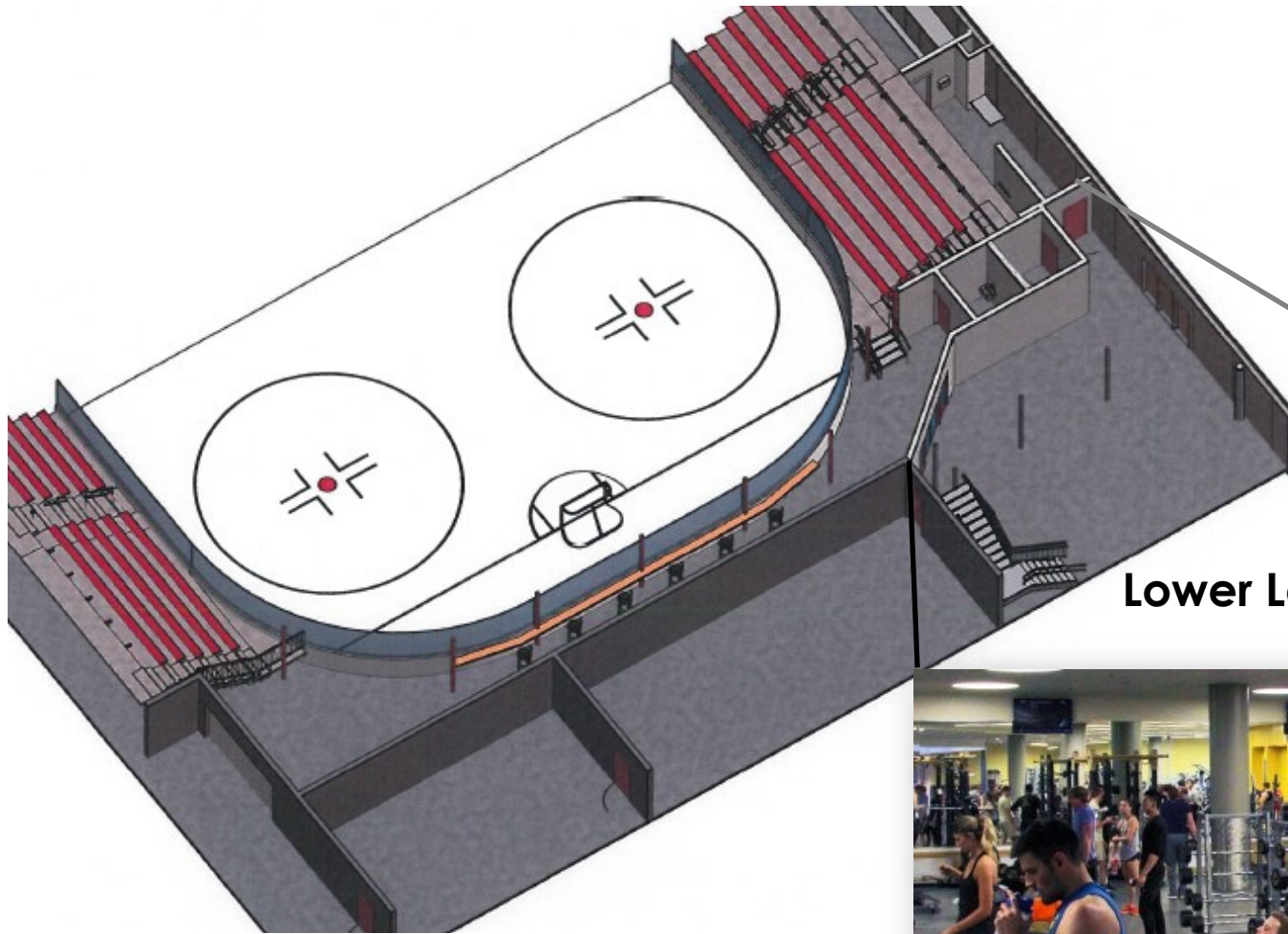
**Dryland & plyometrics  
24' x 60'**



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# Weight Training Area



Lower Level Weight training  
25' x 30'



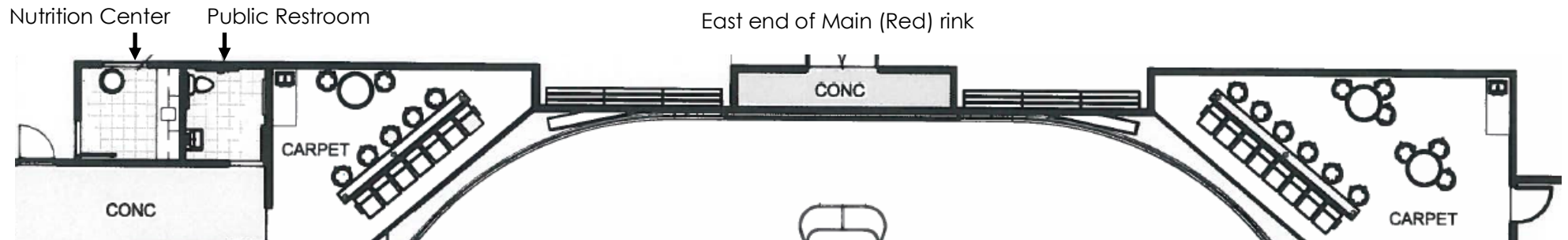
**HOCKEY PERFORMANCE CENTER  
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## VIP Game Viewing Suites (2)

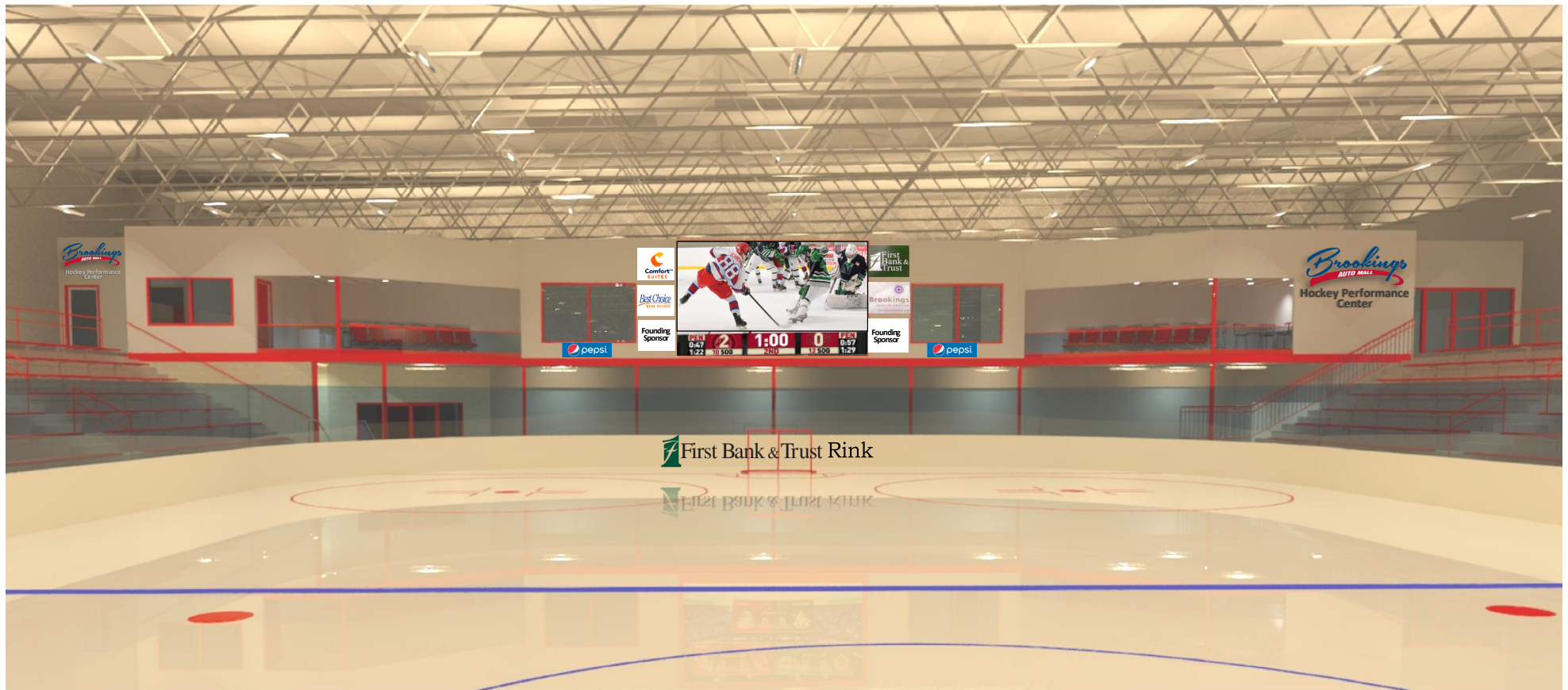


- Two (2) 16-20 person viewing Suites
- One (1) Row of cushioned armchair stadium seats
- One (1) row of bar rail seats
- Pub Table seating
- Handicap access viewing



**HOCKEY PERFORMANCE CENTER**  
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# Proposed East Elevation



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## Sponsorship Levels

- Performance Center Naming = \$10,000/yr for 10 years **Brookings Auto Mall Performance Center**
- Main Competition (red) Rink Naming = \$10,000/year for 10 years **First Bank & Trust Rink at Larson Ice Center**
- Secondary (blue) Rink Naming = \$8,000/yr for 10 years **Brookings Dental Clinic Rink at Larson Ice Center**
- Video scoreboard "RangerVision" Naming = \$7,500/yr for 5 yrs
- Game viewing suites Naming = \$2,500/yr for 5 years (2 Suites Available)
  
- **Founding Partner** = \$6000.00 per year for 3 years (6 spots)  
(incl. dasher board, tournament naming rights, in game feature PA w/video, in game streaming ads, extensive facility signage)
- **Victory partner** = \$1,800 per year for 3 years (15 spots)  
(incl. signage in both rinks, pregame & period break video board ads)
- **Dasher board** = \$1,600/per year/3yrs (20 spots)
- **In-Ice Ad** = \$2,000.00/per year (4 spots)
- **Zamboni Sponsor** = \$2,500/yr 3/yrs (2 Spots)
- **8U & new player sponsor** = \$10,000/yr

All sponsorships include print ads in all season and tournament programs.



## PARTNERSHIP OPPORTUNITY



# Rangers

## HOCKEY PERFORMANCE CENTER AND SUSTAINABILITY DRIVE



### Family Sponsorships

#### Vision TRAINING CENTER ADDITION

- Weight room, turf, stationary bikes, weights, synthetic ice
- Designed to further Larson Ice Center as the top rink in S Dakota
- Growth by hosting more games, camps, and tournaments
- Year round activities and participation
- More effectively feature and host corporate sponsors

#### Goal \$500K BECOMES \$1.5 MILLION!!

- Dale Larson has pledged to donate \$1 Million once BISA raises \$500,000
- BISA needs 90% family involvement at some level

#### Option \$ GOLD-SILVER-BRONZE SPONSORS

- GOLD \$5,000-\$7500 (\$139/mo-\$208/mo)
- SILVER \$1,000-\$2500 (\$28/mo-\$69/mo)
- BRONZE \$250-\$500 (payable in year 1)
- All sponsors receive an engraved name on donor wall at Larson Ice Center

#### Option \$\$ PLATINUM SPONSORS

- \$10,000 (\$278/mo)
- Platinum sponsors receive a large engraving on donor wall
- First @10 Platinum sponsors receive their choice of @1 game viewing suite for @1 boys varsity home game for three seasons
- All BISA/State communication regarding rink scheduling

#### Action START RAISING

- ACH, CC, or annual payment.
- Please notify your team director of pledge level by June 1, 2021
- Send first payment to:  
BISA, PO BOX 374  
Brookings, SD 57006

#### Contact Info CONTACT US

- John Kahle 605-695-4371
- Kelly Koenig 605-695-9924
- With further questions regarding donations, sponsorships, naming rights, etc.

Prudent stewardship of funds from this mission is intended to accomplish two goals:

1. Building and equipping the Hockey Performance Center with an estimated cost of close to \$1M

2. Additional funding from the Dale Larson pledge will be used to establish an endowment to help support the following:

- Maintenance and repair of equipment
- Staffing costs for program instructors
- Replacement of outdated equipment
- Help keep participation costs low for our families and young athletes

### Corporate Sponsorships

#### Vision TRAINING CENTER ADDITION

- Weight room, turf, stationary bikes, weights, synthetic ice
- Designed to further Larson Ice Center as the top rink in South Dakota
- Growth by hosting more games, camps, and tournaments
- Year round activities and participation

#### Reach MARKETING & ADVERTISING

- Annual in-person attendance of over 220,000 people
- Events: over 200 games, 10 tournaments, open skating events
- E-mail reach to all participating teams/organizations in SD and many out of state teams
- Hockey recognizes \$2 million/yr. economic impact to Brookings

#### Red Rink NAMING RIGHTS

- \$10,000/yr. @ 10 yrs.
- Name above all interior entrances to the red rink
- Name in-ice and on interior wall signage in the red rink
- Name in all programs, state & tournament schedules, social media

#### Blue Rink NAMING RIGHTS

- \$8,000/yr. @ 10 yrs.
- Name above all interior entrances to the blue rink
- Name in-ice and on interior wall signage in the blue rink
- Name in all programs, state & tournament schedules, social media

#### Training Center NAMING RIGHTS

- \$10,000/yr. @ 10 yrs.
- Name above interior entrances to the training center
- Name in-ice, turf & interior wall signage of training rooms
- Website presence, e-mail list, social media, apparel and more
- User viewship: camps, coaches, teams, fans

#### Video Display RANGERvision

- \$7,500/yr. @ 5 yrs.
- Name on the new giant Daktronics video replay display
- Video commercial created especially for your company
- In-game marketing to maximize audience engagement
- BISA benefits by offering more advertising opportunities