



# Rhineland Ice Association Fact Sheet

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- Rhineland Ice Association is a 501(c)3 non-profit organization that owns and operates Rhineland Ice Arena. The RIA receives insignificant subsidized funding, therefore our dedication to fundraising events and individual and business support is paramount to facilitate funding of our operating and debt service expenditures.
- RIA has approximately 100 youth hockey players and 35 youth figure skaters participating in sanctioned programs. RIA also has 75-100 Learn to Skate participants and provides public open skate to approximately 60 individuals on a weekly basis. In the winter months, our outdoor rink is also open to the public at no charge.
- RIA hosts 7-8 winter hockey tournaments and a figure skating competition, bringing in 600-700 families that provide 1,000-1,200 hotel night stays annually. These tournament families spend significant dollars in hotel rooms, food, gas, and other merchandise sales in the Rhineland area.
- RIA is home to 3-4 summer hockey schools that bring many athletes to the area.
  - Including Bill Howard Goalie School—Regarded as one of the best goalie coaches in North America, has camps all over the country and has coached many college and professional goalies.
- RIA has largest indoor concert/banquet venue in the Northwoods. Annually hosts concerts, circuses, benefits, and other entertainment events that bring people to Rhineland.
- RIA is home to Rhineland High School Boys Hockey and Northern Edge Girls Hockey.



# Rhineland Ice Association Advertising/Sponsorship Price List

**Board Level Signs** - The best place to advertise in an ice arena is on the playing boards at the ice surface level. Everyone watching the action will see these advertisements throughout the course of the event. The RIA offers 5 year and lifetime board sign agreements. Board signs are 8 feet long by approximately 3 feet high and are full color and full graphics.

**5 years—\$4,000**

**Lifetime—\$10,000**

**Arena Signs** – These signs line the walls of the ice arena. Visible during all events at Rhineland Ice Arena. Signs are 4 foot high by 8 foot wide. Full color and full graphics.

**Year 1 - \$300 (includes manufacturing)**

**Renewals \$175 annually**

**Home Tournament Sponsorship** – Helps local teams host tournaments in Rhineland. RIA hosts 5-7 Tournaments per year. Your business will be recognized in tournament program and announced throughout the tournament.

**One Tournament - \$100**

**All 2011-2012 RIA Tournaments \$400**

**High School Game Sponsorship** – Your business will be recognized as a sponsor at all home boys and girls high school games for the entire season (announced over the PA system). Your business will also appear on our outdoor marquee on game days.

**2011 – 2012 Season - \$500**

**Figure Skating Show Program** – The Rhineland Figure Skating Club hosts a show annually in March to wrap up the skating season. Ads are available in their program at various costs. Please contact us or an RFSC member for more information.

We are open to other business/advertising sponsorship ideas that you may have.

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