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# SPONSORSHIP OPPORTUNITY

## Second Ice Rink Project @ Frontier Ice Arena



*"Your business already plays a central role in our community's growth. With your leadership, we can finish building a space that will serve thousands of families and become a hub for youth development, recreation, and local dignity."*

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Be part of something extraordinary—help us finish building a second ice rink that will serve thousands of children (no matter their ability or socioeconomic position), families, and visitors each year. This is your chance to align your business with vibrant health, exceptional teamwork, and community growth while leaving a lasting legacy. Let's keep ice athletes in our community so they don't have to drive across the stateline!

# Three Reasons to Sponsor

## 1. Visibility & Brand Alignment

- A large sponsorship offers high-profile recognition—naming rights, logo placement, or exclusive branding opportunities in the rink and related communications.
- For a local business, aligning their name with a youth-focused, family-centered facility builds goodwill and positions them as a champion of community growth.
- Ice rinks attract diverse groups—youth athletes, parents, recreational skaters, and event attendees—so the business gains consistent, long-term exposure to thousands of community members.

## 2. Economic & Regional Growth

- Tourism - regional tournaments, skating competitions, and hockey events bring families who spend money locally on restaurants, hotels, and retail. For example: A second rink will allow Coeur d'Alene to host bigger tournaments. A 10-team hockey tournament can bring in over \$80k. An opposing hockey team simply coming in for weekend games can bring up to \$10k to **local businesses**. Competitions, skill building, and community events that bring people together.
- Business owners see a return in local economic stimulation, and many recognize that thriving community facilities make the area more attractive for employees and customers alike.
- Supporting such a project positions the business (that's you) as a driver of regional growth and vitality, which can have both reputational and financial benefits.



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### 3. Youth Impact & Legacy

- Sponsoring a youth organization resonates with business leaders who want to invest in the next generation—fostering leadership, teamwork, and healthy lifestyles.
- The rink is not just a sports facility—it becomes a hub for character development, safe recreation, and inclusion. A sponsor’s investment demonstrates commitment to the long-term wellbeing of local North Idaho families.
- Many business owners are motivated by the chance to leave a legacy gift that will benefit thousands of children and families for decades to come.
- These moments of shared celebration not only enrich our lives but also strengthen the bonds of our community. This will be great visibility for you to show your community support



Taken together, these three motivations—your brand visibility, local economic growth, and youth impact—make a compelling case for why a community business owner such as yourself would step up as a major sponsor.

We are seeking a lead sponsor ready to be recognized as the partner who brought the second rink to life. Would you consider stepping forward at the lead sponsorship level to finish this project and transform opportunities for kids and families in North Idaho?

#### Ken Johnson



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# Second Sheet Phase 1 – Complete Exterior

- All Structural concrete - footings/locker roomslabs
- Steel package
- Roof
- Rough plumbing/electrical/HVAC



## Second Sheet Phase 1 - Budget

Additional amount needing:

To complete Phase 1 — \$2,150,000

Amounts pledged/collected

Available to spend - \$750,000

Remaining balance to

Fundraise for Phase 1 - \$1,400,000

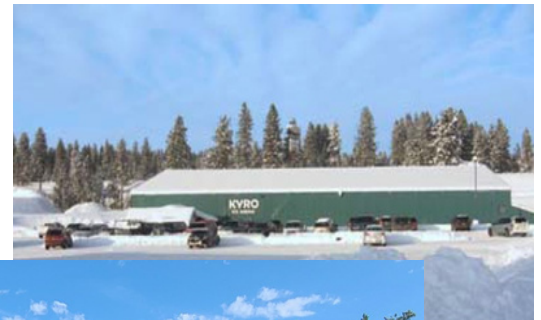




An established 501(c)3 Non-Profit Organization serving North Idaho since 2001.

## Original Ice Arena

- 2001 - 2008
- 27,000 square feet
- 185' X 85' ice surface
- 5 small locker rooms
- No lobby
- No birthday party/Meeting rooms
- Wood pole barn structure
- Gravel parking lot



## 2012 Refurbished Arena

- Roof rebuild for stronger future
- 34,000 square feet
- NHL size 200' x 85' ice surface
- 7 large locker rooms
- Large heated lobby with viewing area
- Birthday party/meeting rooms
- Steel and CMU block structure
- Paved parking lot
- Centennial Trail Access (ADA Compliant)
- Convenient/safe parking to access trail



## Two Sheet Projected Arena

- Additional 9 Locker Rooms
- NHL size 200' x 85' Ice Surface
- Seating for 700 Allows for larger hosted events



## Community and Family Benefits

- Public skating sessions
- Family recreation from toddlers to grandparents
- School PE programs and fieldtrips
- Youth and church groups
- Company employee functions
- Beginner programs – 500+ enrollments per year
  - Learn to Play Hockey
  - Learn to Skate – 400+ kids
- Parent and Tot Sessions
- Youth Hockey – 250 participants
- Adult Hockey – 200 participants
- Figure Skating – 75 participants
- Family friendly prices
- Economic impact
  - Out of the area visitors mainly during the winter months
  - Hotel stays – 475 room nights at one local hotel in one year
  - Restaurants
  - Shopping