



2026-27 SEASON

Advertising & Sponsorship Opportunities

Put your brand in front of thousands of South Bend families, all season long.

Prepared for local businesses and community partners

South Bend Youth Hockey, Inc. | A Not-for-Profit Organization

WHY PARTNER WITH US

Score Big With Your Community

Icebox / South Bend Youth Hockey, Inc. is more than a rink — it's a year-round gathering place for families, youth athletes, and hockey fans from across the region. Every practice, game, and tournament brings a captive, loyal audience through our doors, and your brand can be part of that experience.

\$14 MILLION+ IN REGIONAL ECONOMIC IMPACT, LAST YEAR ALONE

Hockey tournaments hosted in this area are the **2nd-leading economic driver in St. Joseph County**, drawing visiting teams, families, and fans from well beyond South Bend. Your ad isn't just seen by our local community — it's seen by the out-of-town visitors who fill our hotels, restaurants, and shops all season long.

As a not-for-profit organization, every advertising dollar you invest does double duty: it builds visibility for your business — with local families and visiting tournament traffic alike — and directly supports affordable youth hockey, facility improvements, and programming for the next generation of players and families in our community.

What Your Partnership Supports

- ◆ Scholarships and reduced-cost registration so more local kids can play
- ◆ Equipment, ice time, and coaching for our youth hockey programs
- ◆ Rink facility upgrades that improve the experience for every visitor
- ◆ Community events, tournaments, and programs that bring South Bend together

Why Advertise At Icebox

- ◆ Reach beyond your local customer base — tournament weekends draw visiting teams and fans regionwide
- ◆ High-visibility, repeat exposure to local families who return week after week, all season long
- ◆ A range of formats — dasher boards, in-ice logos, digital displays, Zamboni wraps, and naming rights — to fit any budget or goal
- ◆ Flexible 1, 2, and 3-year contract terms with loyalty pricing for longer commitments
- ◆ Bundled packages that combine placements for maximum reach and savings
- ◆ A trusted, feel-good association with youth sports and community giving

How It Works

- ◆ Choose the format that fits your goals — dasher board, digital, in-ice, Zamboni wrap, naming rights, or custom
- ◆ Select your contract length and package; multi-year terms unlock our best rates
- ◆ Submit your ad design in the required format to our Advertising and Sales Department
- ◆ Sign, submit payment, and you're on the boards — we'll invoice you by e-mail

Questions before you commit? **Call us at 574-288-3300 or visit iceboxskatingrink.org** — our Advertising and Sales Department is happy to help you find the right fit.

Get Your Brand on the Boards

Dasher board advertising puts your logo at ice level, in constant view of players, coaches, and the family and friends who fill the stands for every practice, game, and tournament. It's one of the most cost-effective, high-frequency ways to build local brand recognition season after season.

Package	1-Year Contract	2-Year Contract (per yr)	3-Year Contract (per yr)
1 - 4-foot dasher board	\$1,000	\$900	\$800
2 - 4-foot dasher boards	\$1,850	\$1,650	\$1,500
3 - 4-foot dasher boards	\$2,700	\$2,400	\$2,200

Package	1-Year Contract	2-Year Contract (per yr)	3-Year Contract (per yr)
1 - 8-foot dasher board	\$1,650	\$1,500	\$1,350
2 - 8-foot dasher boards	\$3,150	\$2,900	\$2,650
3 - 8-foot dasher boards	\$4,500	\$4,200	\$3,900

Rates include full dasher board panel production. Multi-year terms lock in savings of up to 20% versus year-to-year pricing.

Contract Terms

- ◆ Available in 1, 2, or 3-year contracts. Pay annually (due on the signing date each year) or in full at signing.
- ◆ You provide your ad design in vector format to our Advertising and Sales Department.
- ◆ Dasher board space is limited to available 4-ft and 8-ft positions at any given time.
- ◆ You have the option to renew your space. Renewal must be confirmed and paid in full 60 days before your contract's end date.
- ◆ Advertising rates are subject to change each year; renewals reflect the contractual rates in effect at that time.

DASHER BOARD ADVERTISING — ORDER FORM

Select Your Package

Choose contract length and quantity			
One-Year Contract	4-ft Qty: _____	8-ft Qty: _____	Year 1 of 1: _____
Two-Year Contract	4-ft Qty: _____	8-ft Qty: _____	Year __ of 2: _____
Three-Year Contract	4-ft Qty: _____	8-ft Qty: _____	Year __ of 3: _____

Purchaser Information

Company: _____

Contact Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone #: _____

E-Mail: _____

Customer will receive an invoice via e-mail. Checks payable to **South Bend Youth Hockey, Inc.**

Name: _____

Date: _____

Signature: _____

Bring Your Brand to Life on Screen

Our video media wall and lobby televisions put dynamic, full-color video and graphic advertising directly in front of every family who walks through our doors — a bold complement to traditional dasher board signage.

Gold Ice \$6,500 / year

- Video media wall AND lobby television placement
- Video or branding graphic, up to 45 seconds per exposure
- Maximum rotation frequency for top-tier visibility

Silver Ice \$5,500 / year

- Media wall AND lobby television placement
- Brand graphic, up to 20 seconds per exposure
- Medium rotation frequency

Bronze Ice \$4,500 / year

- Lobby television placement
- Brand graphic, up to 10–15 seconds per exposure
- Standard rotation frequency

Digital + Dasher Board Bundle

Add any 1, 2, or 3-year dasher board plan to your digital campaign and save \$500 per dasher board plan added.

★ PLATINUM ICE PREMIER PACKAGE — \$10,000

MAXIMUM BRAND EXPOSURE

Our top-tier Gold Ice digital advertising plan (1-year contract) paired with 3 - 8-foot dasher boards, for total, unmissable visibility both on-screen and at ice level.

Contract Terms

- ◆ Digital advertising runs on a yearly contract (one calendar year from the date of purchase); payment is due at signing.
- ◆ Digital & Dasher Bundle: digital payment is due in full at signing; dasher board payments can be made annually or in full.
- ◆ You provide your ad design, video, or digital graphics in .png and vector formats to our Advertising and Sales Department.
- ◆ Rates include digital presentation and dasher board panel production where applicable.
- ◆ Digital and dasher board space is limited to available rotations and board positions at any given time.

Select Your Plan

Choose your digital advertising plan	
Platinum Ice Package:	
Gold Ice:	Gold Ice Bundle:
Silver Ice:	Silver Ice Bundle:
Bronze Ice:	Bronze Ice Bundle:

Purchaser Information

Company:

Contact Name:

Address:

City:

State:

Zip Code:

Phone #:

E-Mail:

Customer will receive an invoice via e-mail. Checks payable to **South Bend Youth Hockey, Inc.**

Digital & Dasher Board Bundle: digital payment due in full at signing; dasher board payments may be made annually or in full.

Name:

Date:

Signature:

Own the Center of Attention

There's no more prominent placement in the building than the ice itself. In-ice advertising puts your logo permanently in view of every player, official, and spectator for the full two-year contract term — a bold, memorable statement of your community support.

Placement	Details	Rate
Neutral Zone Corner	1 of 4 corners	\$3,000
Neutral Zone Corners	2 of 4 corners	\$5,000
Endzone (Behind Goal)	1 endzone	\$3,000
Endzones (Behind Goals)	2 endzones	\$5,000
Center Ice Face-Off Circle	The rink's most prominent placement	\$8,000

In-Ice Bundles

Bundle	Includes	Rate
2x2 Ice Bundle	2 neutral zone corners + 2 endzones	\$8,000
Coast to Coast Bundle	Center ice + 2 endzones	\$10,000

Rink Exclusivity Option — +\$2,000

Secure competitive protection within your industry category for the life of your in-ice contract — no direct competitor advertising will be placed in the rink.

Contract Terms

- ◆ In-ice advertising is currently offered as a 2-year contract agreement.
- ◆ A Rink Exclusivity option is available for an additional \$2,000 to secure competitive protection within the rink.

IN-ICE ADVERTISING — ORDER FORM

Purchaser Information

Company:

Contact Name:

Address:

City:

State:

Zip Code:

Phone #:

E-Mail:

Placement Selected

Placement / Bundle & Rink Exclusivity (if applicable):

Contract Term (2 years) — Start Date:

Customer will receive an invoice via e-mail. Checks payable to **South Bend Youth Hockey, Inc.**

Name:

Date:

Signature:

Take Your Brand for a Ride

There's no ad placement in the building quite like it. A full vehicle wrap turns our ice resurfacer into a moving billboard for your business — rolling out between every period, in front of every player, official, and fan in the building. It's bold, it's memorable, and it's an opportunity most sponsors have never been offered.

Package	1-Year Contract	2-Year Contract (per yr)	3-Year Contract (per yr)
1 Zamboni Wrap	\$15,000	\$13,500	\$12,750
2 Zamboni Wraps	\$27,500 (\$13,750 ea)	\$25,000 (\$12,500 ea)	\$23,500 (\$11,750 ea)
Full Fleet Takeover (3 Zambonis)	\$39,000 (\$13,000 ea)	\$34,500 (\$11,500 ea)	\$31,500 (\$10,500 ea)

Rates include full vehicle wrap design consultation and production. Multi-year terms and multi-unit orders unlock meaningful savings over a single, single-year wrap.

Full Fleet Takeover — Built-In Exclusivity

Wrap all 3 Zambonis and your brand owns every resurfacing pass in the building — no other business will appear on any Zamboni for the length of your contract.

Contract Terms

- ◆ Available in 1, 2, or 3-year contracts, and in single, double, or full-fleet (3-unit) placements. Pay annually (due on the signing date each year) or in full at signing.
- ◆ You provide your desired ad design in vector format to our Advertising and Sales Department; our team will confirm wrap specifications and mockups before production.
- ◆ Rates include design consultation and full wrap production and installation.
- ◆ Zamboni wrap space is limited to the number of resurfacers in service at any given time.
- ◆ Due to ongoing exposure to ice, water, and salt, wraps are inspected annually and may require reprinting at the purchaser's cost if renewed beyond the original contract term.
- ◆ Purchaser has the option to renew. Renewal must be confirmed and paid in full 60 days prior to the contracted end date of the original agreement, and will reflect the contractual rates in effect at that time.

ZAMBONI WRAP ADVERTISING — ORDER FORM

Select Your Package

Choose quantity and contract length		
1 Zamboni Wrap	Contract Length: _____	Start Date: _____
2 Zamboni Wraps	Contract Length: _____	Start Date: _____
Full Fleet Takeover	Contract Length: _____	Start Date: _____

Purchaser Information

Company: _____

Contact Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone #: _____

E-Mail: _____

Customer will receive an invoice via e-mail. Checks payable to **South Bend Youth Hockey, Inc.**

Name: _____

Date: _____

Signature: _____

NAMING RIGHTS

Own the Name. Own the Legacy.

For the business ready to make the ultimate statement, naming rights offer permanent, top-of-mind association with Icebox / South Bend Youth Hockey, Inc. This is our single most exclusive advertising opportunity — reserved for one facility partner and up to three rink partners at any given time — and a legacy investment in youth hockey that lasts for years.

Opportunity	What's Included	Investment
Facility Naming Rights	Exterior building signage + full-complex branding	5-Year: \$500,000 (\$100,000/yr)
Facility Naming Rights	Exterior building signage + full-complex branding	10-Year: \$750,000 (\$75,000/yr)
Individual Rink Naming (1 of 3 rinks)	Interior rink signage + rink-specific branding	5-Year: \$85,000 (\$17,000/yr)
Individual Rink Naming (1 of 3 rinks)	Interior rink signage + rink-specific branding	10-Year: \$140,000 (\$14,000/yr)

Longer terms unlock better annual rates. Payment plans are available — terms can be paid annually or in full at signing.

★ FACILITY NAMING RIGHTS

Only one company at a time. Your name on the building itself — permanent exterior signage, prominent placement across our website and print materials, and first recognition at every event we host.

What's Included

- ◆ Facility Naming Rights: exterior building signage, primary logo placement on our website and all print/digital materials, first recognition at every rink event, and priority access to premier advertising placements (dasher, digital, and in-ice) at member pricing.
- ◆ Individual Rink Naming Rights: interior signage on your named rink, recognition on schedules and event materials referencing that sheet of ice, and priority access to other advertising placements at member pricing.

Contract Terms

- ◆ Naming rights are offered in 5-year or 10-year terms; longer terms receive preferred annual rates.
- ◆ Facility naming is limited to a single partner at a time; individual rink naming is limited to one partner per rink (3 rinks available).
- ◆ All proposed names are subject to review and approval by the Board of Directors for alignment with our mission and values.
- ◆ Signage design, production, and installation are coordinated with the purchaser and included in the investment listed above.
- ◆ Current naming partners are offered renewal before an opportunity reopens to other prospective partners, at rates in effect at that time.

NAMING RIGHTS — ORDER FORM

Select Your Opportunity

Choose facility or individual rink naming, and term	
Facility Naming Rights (Exterior Building)	Term (5 or 10 yrs): _____
Individual Rink Naming	Term (5 or 10 yrs): _____
Rink Selected (1, 2, or 3): _____	Proposed Name: _____

Purchaser Information

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone #: _____ E-Mail: _____

Customer will receive an invoice via e-mail. Checks payable to **South Bend Youth Hockey, Inc.**

Naming rights proposals are subject to Board of Directors review and approval prior to final execution.

Name: _____ Date: _____

Signature: _____

Build a Campaign That's Uniquely Yours

Looking for something beyond our standard packages? We'll work with you to design a fully custom advertising campaign that combines dasher board, digital, in-ice, Zamboni wrap, naming rights, and event-based sponsorship elements to fit your specific goals and budget.

- ◆ Combine any placements — dasher board, digital display, in-ice, Zamboni wrap, naming rights, event sponsorship — into one tailored plan
- ◆ Ideal for larger regional or multi-location businesses seeking maximum, sustained visibility
- ◆ Our Advertising and Sales Department will scope your campaign and provide custom pricing

CUSTOM ADVERTISING CAMPAIGN — CONTRACT

Purchaser Information

Company:

Contact Name:

Address:

City:

State:

Zip Code:

Phone #:

E-Mail:

Custom Advertising Campaign For

Campaign Description:

Contract Duration:

Customer will receive an invoice via e-mail. Checks payable to **South Bend Youth Hockey, Inc.**

Name:

Date:

Signature: