

# Midway City Ice Rink

Operated by Fun Stuff, LLC

Phone: 801-251-6096 • <http://MidwayCityIceRink.com>



## See How Easily Your Business Can Be Part of This Unique Advertising Opportunity

The Midway City Ice Rink provides seasonal ice skating to Heber Valley Community and visitors. Last season we served over 20,000 guests. This year we are bringing even more to our community with the addition of Pond Hockey and Friday Night Games.

### Utah's Most Scenic Outdoor Ice Rink

- **Frequency of Message**  
You can Zero in on a loyal audience and communicate with them regularly.
- **Brand Identity Building**  
Build local identity and access hidden decision makers.
- **Impact**  
With fewer total advertisers than traditional media, your ads have more impact.
- **Community Partnership**  
An amazing platform to show your support for your local community.

## *Advertising Opportunities*

Dasher Boards • Zamboni • Season Pass



Contact us today to discuss one of the most unique and effective ways to communicate with the top demographic segments in one of the "coolest" markets in the state.

**Call Bryce at 801-251-6096**

# **Midway City Ice Rink Last Year's Generous Sponsors**

**Advanced Auto Parts  
All That Stuff In The Barn  
Avon & Ideal Theatre  
Blue Boar Inn  
CRC deSign  
Dairy Keen  
Days Market  
Five Penny A Floral Company  
Gilbert & Stewart CPA  
Heath Harvey – Exit Reality Legacy  
Heber Bounce  
Heber Handspringers  
Heber Valley Bank  
Heber Valley Railroad  
Homestead Resort  
Insurance Center  
Intermountain Heber Valley Medical Center  
KTMP Radio 1340  
Madison's Marshmallows  
Midway Automotive  
Mountainland One Stop Deli  
Moutainland One Stop Fuel  
Paige Douglas – Exit Reality Legacy  
Paul Mills Videography  
Red Ledges Community  
Snake Creek Grill  
Spin Café  
Tarahumara  
The UPS Store  
Timberline Ace Hardware  
Valley Kubota  
Wright Orthodontics  
Wrona Gordon & DuBois Law Firm  
Zermatt Resort**

Fun Stuff, LLC dba Midway City Ice Rink  
Bryce Johnson  
520 N Main Street, Ste 222  
Heber City, UT 84032  
Phone 801-251-6096

September 12, 2016

Dear Business Marketing Director,

Our Ice Skating season is right around the corner and we are excited to present to you our advertising sponsorship opportunities at the rink this year. Midway City Ice Rink served over 20,000 guests last season. We offer daily public skate, learn to skate classes, home school skate, Soldier Hollow Charter School classes, Private Ice Rentals, Group Rates, and new for this year Pond Hockey and Friday Night Games.

As a seasonal operation the entire rink has to be set up and tore down. It takes about 8 weeks to set up and about 2 weeks to take down. In addition there are expendable items that are used each year to get the rink ready for operation. These items exceed \$10,000 in expenses for the ice rink not including any labor. We purchase ice paint which naturally washes away at the end of the season when the ice melts. All 350 pair of rental skates have to be sharpened with expensive grinding wheels, honing tools, and sanitized. We utilize sand to hold the ice into the edges of the ice rink. Not to overlook Industry standard professional fees, insurance, decorations, banners, and signs to welcome guests to our wonderful outdoor ice rink.

We want your company to participate in this great advertising opportunity and sponsor your community ice rink. To be included in our ice rink flyer and to insure your sign is printed and hung prior to our Grand Opening the deadline to sign up is October 28, 2016; but we encourage early commitment to best utilize time to setting up and getting the rink open for our community and guests.

The ice rink will be *Open Daily* beginning November 18, 2016 and operate through March 4, 2017 (weather permitting). With Junior Worlds coming to town in January, this advertising opportunity is a great way to showcase your company's support for our community ice rink. We expect a number of visitors from this event to participate in local activates including ice skating at Midway City Ice Rink.

Your business support is needed to make the ice rink operational. The enclosed flyer will give you full details about your sponsorship options. Should you have any questions please feel free to call me at 801-251-6096 or email me at [info@heberbounce.com](mailto:info@heberbounce.com).

Sincerely,

Bryce Johnson, Operator  
Fun Stuff, LLC

# 2016-2017 Midway City Ice Rink Sponsorship Program

## Dasher Board Advertisement - \$350\*

- 2'x7' Dasher Board Ad Space & Time
- Included on our "Sponsor Thank You" page in our informational flyer
- Use of the Midway Shelter for a Company get-together at no cost to your group during ice rink season (must register in advance on a first come first serve bases).
- Facebook mentions – just send us a message with your event or promotion and we'll post on our Facebook page. We also try to share posts throughout the entire year for all sponsors.

## Zamboni Sponsor - \$1,000

- Includes 3 banners posted on the Zamboni (Front & each side)
- Zamboni Banner Production Fee included in price
- Recorded Audio Ad to be played prior to each resurface (Friday & Saturday at 6pm)

## Hot Chocolate Mugs Sponsor - \$1,000

- 100 Mugs Printed with your Business Logo/Name (single Color) & Midway City Ice Rink Logo
- Customers with mugs will enjoy \$1 Hot Chocolate each time they bring their mug
- Mugs will be sold in our Concession Stand to help further support the ice rink

## Add-on Items

**Digital Advertising** – Our Rink is equipped with 3 digital screens which announce upcoming activities and events happening at Midway City Ice Rink. If you have a special event or sale that you would like advertised this is a great medium. High Traffic Times include Friday and Saturdays, Christmas Holiday (Dec 21 to Jan 3), Junior Worlds (Jan 28 to Feb 5). ***\$50 per 7 days, displays 24/7, 10 seconds per minute.***

**Included in our bi-weekly activity email** – every other week we send out an email to our customers letting them know about the upcoming events at the ice rink including Grand Opening, Learn to Skate programs, Olaf and Princess Skate, Extended Holiday Hours, and Group Rates. Include your promotional offer for only ***\$25 per email.***

**Free Public Skate Days Sponsored by Your Company** – Invite the community or your customers to skate for FREE. Your company can set up a tent at the rink to discuss your products and services. Similar events in the past average approximately 200 skating guests. ***Approximately \$1,000 at \$5 per admission.***

**Coupon-take-away** – Do you have an event or special promotion that you want more of the community and tourist to know about? Send them home with a printed coupon or flyer. We'll distribute to all guests for up to 7 days, you just supply the coupons or fliers, and we do the rest of the work. ***\$25 per week.***

**Employer Contribution Season Pass Program** – allows for your employees to enjoy a fun winter activity together as a family. You can spend as little as \$25 per employee who registers (the employee saves an additional \$25) or up to \$75. This is great for employers who want to offer something great to their employees to maintain a healthy active lifestyle. Season Passes are valid for all public skate sessions. Midway City Ice Rink matches your contribution, significantly lowering the cost of a season pass, for your employee and their family. Additional information is included in this packet.

***Starting at \$25 per registered employee, must be offered to all employees.***

\*New advertisers required to purchase printed banner ad for \$150 – design assistance included.

Dear Midway City Ice Rink Sponsor,

Your sponsorship this year includes being able to get your employees a discounted Season Pass with our **Employer Contribution Season Pass Program**. Simply sponsor the ice rink with a minimum dasher board advertisement and have the opportunity to sponsor your employee's season pass purchase.

Your company chooses how much they want to contribute:

Family Season Pass \$210  
Employer Contribution \$25  
Discount \$25  
Final Cost \$160

Family Season Pass \$210  
Employer Contribution \$50  
Discount \$50  
Final Cost \$110

Family Season Pass \$210  
Employer Contribution \$75  
Discount \$75  
Final Cost \$60

A promotional graphic for Midway City Ice Rink. At the top, the text "Midway City Ice Rink" is written in a large, bold, red font with a white outline. Below this, there is a white silhouette of a mountain range with two ice skates on either side. Underneath the silhouette, the text "Utah's Most Scenic Outdoor Ice Rink" is written in a smaller white font. To the right of the mountain and skates is a large, orange, tilted graphic of a "SEASON PASS" ticket. The ticket has the numbers "0512998" on the left and right edges. Below the mountain and skates, the text "Your Employer is bringing you the best deal in purchasing a Season Pass at Midway Ice Rink." is written in a bold, orange font. Below this, there are two columns of text. The left column lists: "Family Season Pass \$210", "Employer Contribution \$50", "Discount \$50", and "Final Cost \$110". The right column lists: "Purchase by November 18, 2016", "Over 100 Days of Ice Skating", "Free Skate Rental", "Order Online at", "http://MidwayCityIceRink.com", and "Enter Discount Code: \*Business Name\*". At the bottom of the graphic, the text "Opening November 18, 2016" is written in a large, bold, white font.

- Employees must purchase their Season Pass online at <http://MidwayCityIceRink.com> and select Discount Code: \*Your Business Name\*.
- An invoice will be sent to the employee, less Employer Contribution & Discount within 24 hours and must be paid online within 7 days.
- Employees must purchase by November 18, 2016.
- Your company will be invoiced for the Employer Contribution on November 19 and needs to be paid within 30 days.
- Discount promotional pricing must be presented to all employees to be given the offer.
- Employer Contribution should not be billed back to the employee.

**Family Season Passes Includes:**

Up to 5 Members

Free Skate Rental

Free Skate Aid Rental (under 5 years old)

Family of 4 skating once per week saves \$376 off daily admission pricing (not including discount or employer contribution)

Add an additional member for only \$50 more

We provide the above card to go home with each employee with discount and employer contribution information. You sit back and enjoy being able to provide outdoor family fun for your employees for little cost to you and a great savings to them.

Together we can get everyone in our community on the ice and involved in a healthy active lifestyle.

# Midway City Ice Rink 2016-2017 Advertising Sponsorship

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Business Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Returning Sponsor     New Sponsor

## Sponsorship Opportunities:

- Dasher Board Ad \$350\*
- New Printed 2x7' Dasher Ad (Printed by Professional Sign Printer) \$150
- Zamboni Ads \$1,000
- Hot Chocolate Mugs \$1,000
  
- Digital Advertisement \$50 per week (Call for Scheduling, limited space available)
- Email Campaign \$25 per email
- Community Sponsorship Day (billed after event @\$5 per person, approximately \$1,000)
- Coupon-take-away \$25 per week
- Employer Contribution Season Pass Program (billed on November 19, 2016)
  - Options:  \$25 (Pass costs \$160)     \$50 (Pass costs \$110)     \$75 (Pass costs \$60)

Please Mail Payments to:

Fun Stuff, LLC  
dba Midway City Ice Rink  
520 North Main Street, Ste 222  
Heber City, UT 84032

- Check Enclosed
  
- Email an invoice that I can pay online with a Credit Card

Payments must be received by October 28 for your business name to be included in the Ice Rink Guide. We do not guarantee exclusivity. When selecting Zamboni Ads or Hot Chocolate mugs please call Bryce at 801-251-6096 to confirm reservation. We thank you for your continued support!