

PARK COUNTY RECREATIONAL RINK

Marketing & Sponsorship Prospectus



Bringing ice skating back to Park County in 2021

2021 Ice Skating Season



M. Squires, Director
Fairgrounds & Parks Department
46 View Vista Drive
Livingston, Montana 59047
Phone: (406) 222-0504

2021 PCRR Marketing & Sponsorship Prospectus

County funds new ice rink

Hours for the facility dependent on volunteer commitments

By Jason Bacaj
Enterprise Staff Writer

The Park County Commission unanimously voted to fund a seasonal ice rink at the Park County Fairgrounds during its regular Tuesday morning meeting.

The money — \$17,123 — will go toward a plastic rink liner and ice rink boards to be installed at Steer Barn No. 1. The rink will be 32 feet by 75 feet and staffed by volunteers, said Morgan Squires, director of the Fairgrounds and Parks Department.

How long the ice rink will be open is dependent on the number of people

"People come out of the woodwork; they love ice. I feel very confident that we'll find the volunteers to run this."

— Steve Van Slyke

willing to commit time to staffing the rink, Squires emphasized. The initial goal is to have the rink open seven days a week for about 61 days, she said, adding that the schedule is dependent on securing pledges of at least 200 volunteer hours by the end of the month.

Squires asked that anyone interested in volunteering at the rink reach out to the Fairgrounds and Parks Department. The rink will charge a \$5 entry fee, though Squires said she's looking into outside donations to offset that cost for those who can't afford it.

Steve Van Slyke said that if volunteer commitments can be secured, he's hopeful the rink could be open by the year-end holidays. Van Slyke serves on the county Fairgrounds and Parks Board and is chairman of the board's ice rink subcommittee, whose members refer to themselves as the "Rink Rats."

"I've been a part of a lot of hockey communities in a lot of different communities. People come out of the woodwork; they love ice," Van Slyke said. "I feel very confident that we'll find the volunteers to run this. Will every week be perfectly staffed? I can't guarantee that. But will we make it work? For sure."

Park County Recreational Rink – PCRR

Have you heard the good news?

If not, let's shout from the mountain tops a huge **thank you** to everyone who emailed and spoke in support of bringing recreational ice to Livingston. On Sept. 14th, 2021 the Park County Commissioners voted to approve a 32'x75' indoor ice rink at the Park County Fairgrounds. Yes...For this winter!

Supporters emailed and called the Commissioners, kids presented public speeches, local ice gurus were consulted, proposals were researched and written, and ultimately we plan to skate this winter! It's so exciting, imagine the sound of blades on fresh ice and nervous laughter in the Steer Barn 1 as kids take that first stride.

- The funding we already received will cover the cost of the rink itself, some improvements to the barn and a few pairs of skates.
- Unfortunately, this seed money does not cover the cost of the # of rental skates we need. Additionally, with our current funding we will have to charge a \$5 entry fee /skater to meet the financial expectations of the Park County Commission.

Our mission is to provide an affordable ice skating experience to all Park County residents. We truly believe every kid deserves the chance to skate.

Our vision is to foster a widespread passion for ice skating and we aspire to bring a full sized ice rink to Park County.

We have over 25 volunteers stepping in to help, and now we need financial support to successfully achieve our goal to offer free ice skating for youth.

If we can get your help, this rink will thrive, without it, we'll have a lot of disappointed kids dreaming for skates and more frequent skating sessions.

So... let's make the most of this opportunity.

PCRR Overview

Page 3, Livingston Enterprise

Tuesday, July 27, 2021

Kids speak in favor of seasonal ice rink



Seasonal and operational adjustments may occur depending on ice quality, temperatures and the ability of volunteers to staff the rink.

Estimated
SEASON
DEC. 20TH TO FEB. 20TH

Hours of
OPERATION
WEEKDAYS: 4PM-8PM
WEEKENDS: 12PM-6PM

Publicity and Current Fundraising Status

Ice rink pitched to local leaders

By Jason Bacaj
Enterprise Staff Writer

About a half dozen people showed up to Tuesday morning's Park County Commission meeting to voice their support for building an indoor ice rink this winter at the Park County Fairgrounds.

Steve Van Slyke filled commissioners in on a plan, which involves spending \$15,000 on ice rink boards and a plastic rink liner to assemble a 32-foot by 75-foot rink inside Steer Barn No.1. Van Slyke serves on the county Fairgrounds and Parks Board and is chairman of the board's ice rink subcommittee, whose members refer to themselves as the "Rink Rats."

Commissioners would have to add the expense into the county's 2022 budget, which won't be finalized until early September.

The Rink Rats hope to have the skating surface open to the public from Dec. 20 through February. Van Slyke said an eight to 10 week season is a realistic goal. He noted that a group of ice skating enthusiasts had previously measured air temperature inside Steer Barn No.1 and found it to be about 10 to 20 degrees cooler inside, which should help with maintaining the ice.

"If we were in the business of matchmaking, say, a dating app. I think of it as 'Lonely winter steer barn seeks community yearning for winter fun.' I think there'd be a lot of right swipes going on right now. And I think it's a match made in heaven," Van Slyke said.

Page 3, Livingston Enterprise

Thursday, September 30, 2021

Ice rink makes strides toward Dec. opening

ICE IN THE FUTURE



Photo courtesy of the Park County Fairgrounds and Parks Department
Park County Fairgrounds and Parks Director Morgan Squires celebrates the delivery of ice rink materials to the county fairgrounds last week.

Park County Recreational Rink on track for Dec. opening

Park County Recreational Rink



Team fundraiser

Rink Rats and 3 others are organizing this fundraiser to benefit Livingston Ice Skating Association Inc. ✓

\$4,277 raised of \$15,000 goal

44 donors 430 shares 57 followers

Share

Donate now

This fundraiser is located near you

Holly Sienkiewicz
\$100 - Recent donation

Daniel mendez
\$1,000 - Top donation

Aleksandra Lorraine
\$40 - First donation

Community fundraising efforts have brought in \$4,277 as of 11/8/21

Marketing / Sponsorship Opportunities and Recognition

What you get. Purchased packages will receive the benefits specific to the tier purchase as listed below. Additionally, sponsors will receive a final report summarizing the outcome of the ice season and estimated brand impressions. Please note, banner guarantee is limited to the first five (5) Sponsors to purchase each tier of the packages outlined below.

Sharp Blade Tier: \$600. Your company name and logo will appear on our ticket sales website and all marketing for the 1st season. Your logo will be the ***emphasized for event advertising*** including a 2.5'x4' banner in the ice rink, appear our digital marquee the week before and after the season, in a minimum of (4) social media posts, all email blasts and in a "Thank You" ad in the Livingston Enterprise.

Zamboni Tier: \$400. Your logo will appear on a 1.7'x3' banner in the rink, appear in a minimum of two (2) social media posts, appear in a minimum of (3) email blasts and in a "Thank You" ad in the Livingston Enterprise.

Fast Puck Tier: \$250. Your logo will appear on a shared banner in the rink, appear in a minimum of one (1) social media posts, and in a minimum of two (2) email blasts.

SPONSORSHIP & MARKETING BENEFITS	Sharp Blade Tier \$600	Zamboni Tier \$400	Fast Puck Tier \$250
PRE-OPENING RECOGNITION			
Ticket Sales Website			
Press Release			
Social Media (Facebook, Instagram, Snapchat)			
Email Blasts			
ON-SITE RECOGNITION			
Logo / Name on Shared Event Signage			
Wall Hanging Banner			
Electronic Marquee – Opening Week			
POST-SEASON RECOGNITION			
Thank You Newspaper Ad			
Thank You Email Blast			
Final Report			

Estimated # of Brand Impressions

Brand Placement	Estimated Brand Impressions
Social Media	9,000
Electronic Marquee	12,040
Ticket Sales	TBD – tracked during season
Email Blasts	1,200
In-Rink Banner	TBD – tracked during season
Enterprise	2,550

Sponsorship & Marketing Agreement

Location Park County Fairgrounds – Steer Barn 1
46 View Vista Drive, Livingston, MT 59047

Park County Contact Information Morgan Squires, PCFP Director Email: Msquires@parkcounty.org
Phone: (406) 222-4185

Sponsoring Business or Organization	Business/Organization Name		Name of Authorized Rep.	
	Address	City	State	Zip
	Email Address		Phone #	

Terms and Conditions

When fully executed, this document will establish an agreement between Park County, herein after referred to as "PCRR" and the sponsoring business or organization referred to as "the Sponsor" in support of the 2021 PCRR Ice Skating Season in Livingston, Montana. The Sponsor agrees to pay PCRR as indicated above. In consideration of the payment above, The Sponsor shall receive appropriate acknowledgement as a sponsor at the level indicated on the Marketing / Sponsorship Opportunities and Recognition page.

The final decision regarding placement and/or juxtaposition of sponsor(s) logo shall rest with PCRR. In future ice skating seasons, the Sponsor shall have the right of first refusal on continuing its sponsorship of this event.

It is understood and agreed that the entire agreement between PCRR and the Sponsor is contained herein and that this document supersedes all previous written and oral agreements, and negotiations relating to the event sponsorship herein detailed. Any modification of this document shall be made in writing. The agreement is to be construed under the laws of the state of Montana.

If this document correctly states your understanding of our agreement, please sign and date two copies and return to Morgan Squires (contact info above). A fully executed copy will be returned to you for your records.

Sponsor Agreement

I agree to pay for the following marked Sponsorship / Marketing package and method as described herein for the 2021 PCRR Ice Skating Season at the Park County Fairgrounds in Livingston, Montana.

Sharp Blade Tier \$600 ☐ Zamboni Tier \$400 ☐ Fast Puck Tier \$250 ☐

Authorized Signatures

Authorized Representative's Signature	Date
Morgan Squires, Director Park County Fairgrounds & Parks	