



PARTNERSHIP OPPORTUNITIES

RICHMOND
ICE BOX



WHAT WE DO

- Support and develop youth and adult hockey programs to foster and support the growth of the sport in the region
- Partner with the Richmond Generals Youth Hockey League to offer additional ice to the local youth association
- Offer premier access to power skating instruction
- Launched the first 3-on-3 Adult League in RVA
- Added 5,000+ hours of additional ice time to RVA
- Created the first "ALL HER" 3v3 hockey club





RVA'S NEWEST ICE SKATING & HOCKEY FACILITY



COMING JUNE 2026!

- Opening in Chesterfield, VA
- NHL size ice sheet (200' x 85') inside a 47k sq ft venue, with a capacity of 1000
- Lobby & vestibule (4600 sq ft)
- Concessions, skate rentals, pro shop (1400 sq ft) and multi-purpose Community Room (655 sq ft)
- Four (4) climate-controlled locker rooms (450 sq ft each)
- Designed and built for possible future expansion and 2nd sheet of ice



OUR PARTNER RINK

- Small-sided rink ideal for youth programs and 3x3 adult hockey
- Located near Westchester Commons
- Opened October 2021
- 13,700 sq ft facility
- 60' x 120' ice sheet
- 765 sq ft mezzanine Community Room
- Four (4) climate-controlled locker rooms

**OPEN IN POWHATAN
SINCE 2021!**

BRAND RECOGNITION

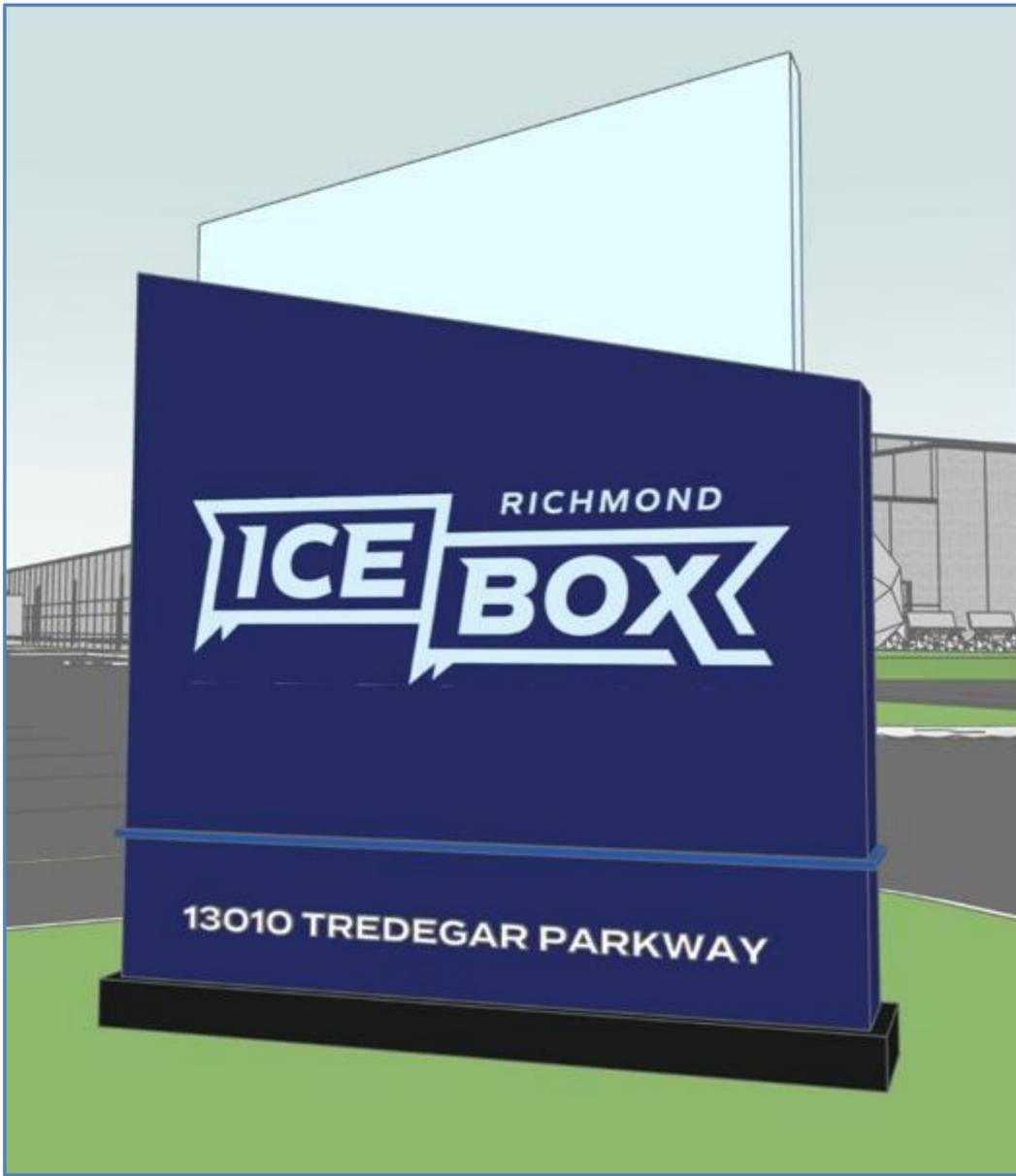
Thousands of visitors weekly
200k annually

- Youth practices and clinics
- Adult leagues
- Future Capitals program
- Fundraiser events
- Six to eight tournaments annually

DEMOGRAPHICS

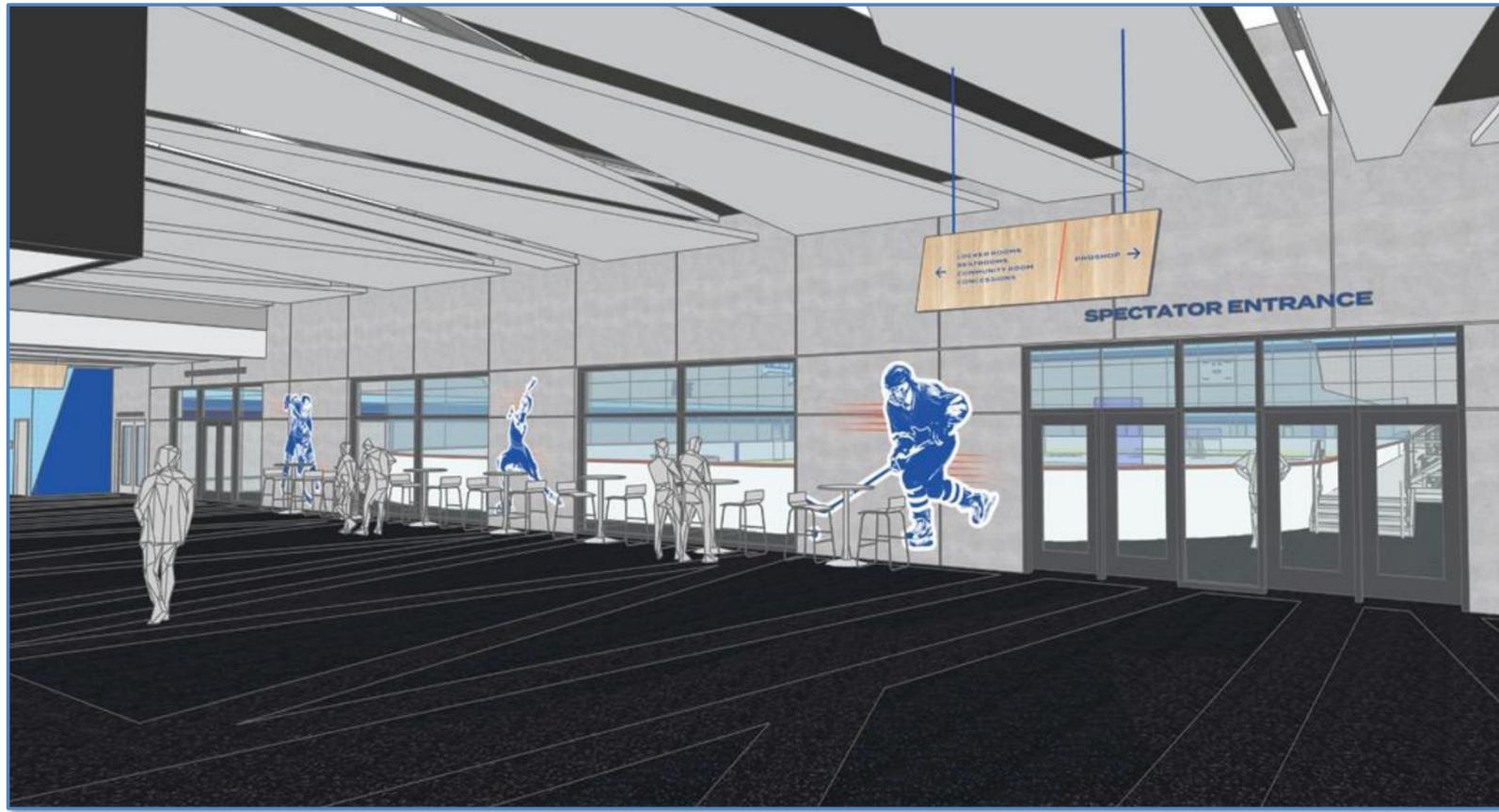
- Higher than average median household income
- Highly loyal, strong affinity for the sport at all levels
- Captive audience with high volume of visits
- Players / fans travel long distances to participate
- Year-round non-hockey programming keep the rinks open year-round





**NAMING RIGHTS
BRANDED EXTERIOR
SIGNAGE & ENTITLEMENTS
(INQUIRE FOR DETAILS)**





ADDITIONAL ELEMENTS AND ENTITLEMENTS:

-ENTRY ATRIUM
-TICKET WINDOWS
(1,000 Fans/Game)

**-PRO SHOP AND
SKATE RENTALS**

-café





DASHER BOARDS

- **PRIME: \$2,500 Net**
 - Visible from lobby, benches and seats
 - **PRIME 2X: \$4,000 Net**
 - ONLY 4 AVAILABLE
 - **SIDE-BOARD: \$1,500 Net**
 - Visible from lobby and benches
- * TWO SEASON PARTNERSHIP MIN.
- * SIZES VARY



**PRINTING AND INSTALL COST INCLUDED*

DASHER BOARDS





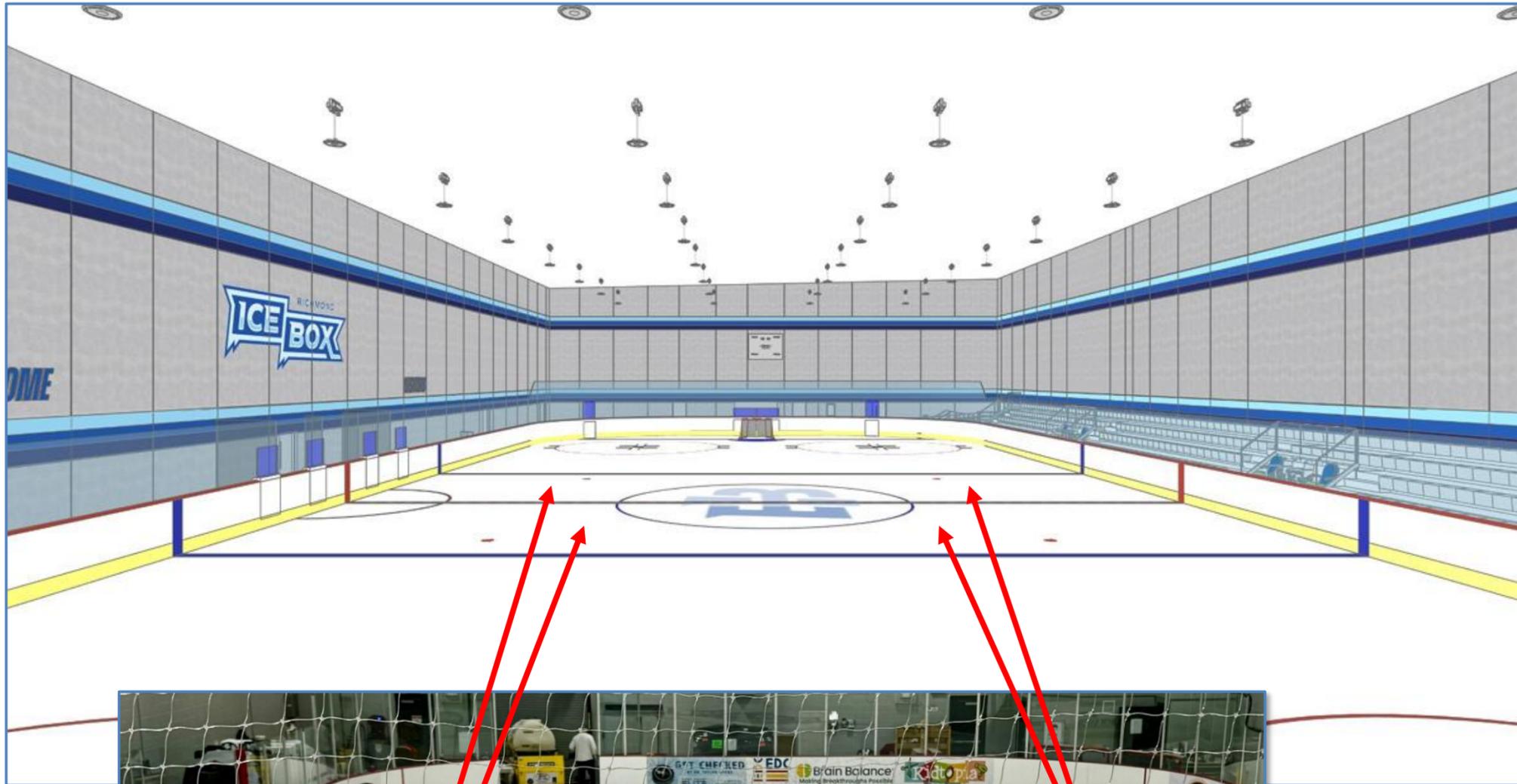
ZAMBONBI BRANDED SIGNAGE

ZAMBONI

- OPPORTUNITY FOR LOGO(S) ON ZAMBONI; EXACT SPECS TBD AND AGREED UPON
- INCLUDES ONE (1) SIDE-BOARD DASHER
 - \$5,000 NET
 - TWO SEASON PARTNERSHIP MIN.

*PRINTING AND INSTALL COST INCLUDED





IN-ICE LOGO PARTNERSHIP

- INCLUDES ONE (1) LOGO EACH; FOUR (4) TOTAL
- INCLUDES ONE (1) SIDE-BOARD DASHER
 - \$5,000 Net for both assets
 - TWO SEASON PARTNERSHIP MIN.

*PRINTING AND INSTALL COST INCLUDED



ICE RINK
CENTER ICE LOGOS





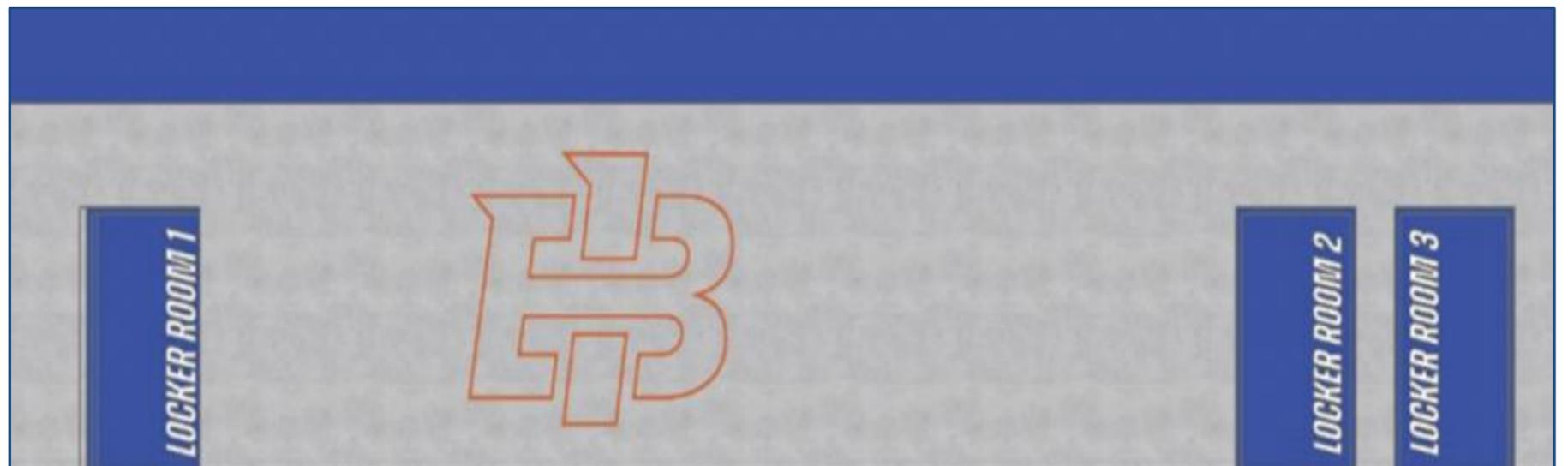
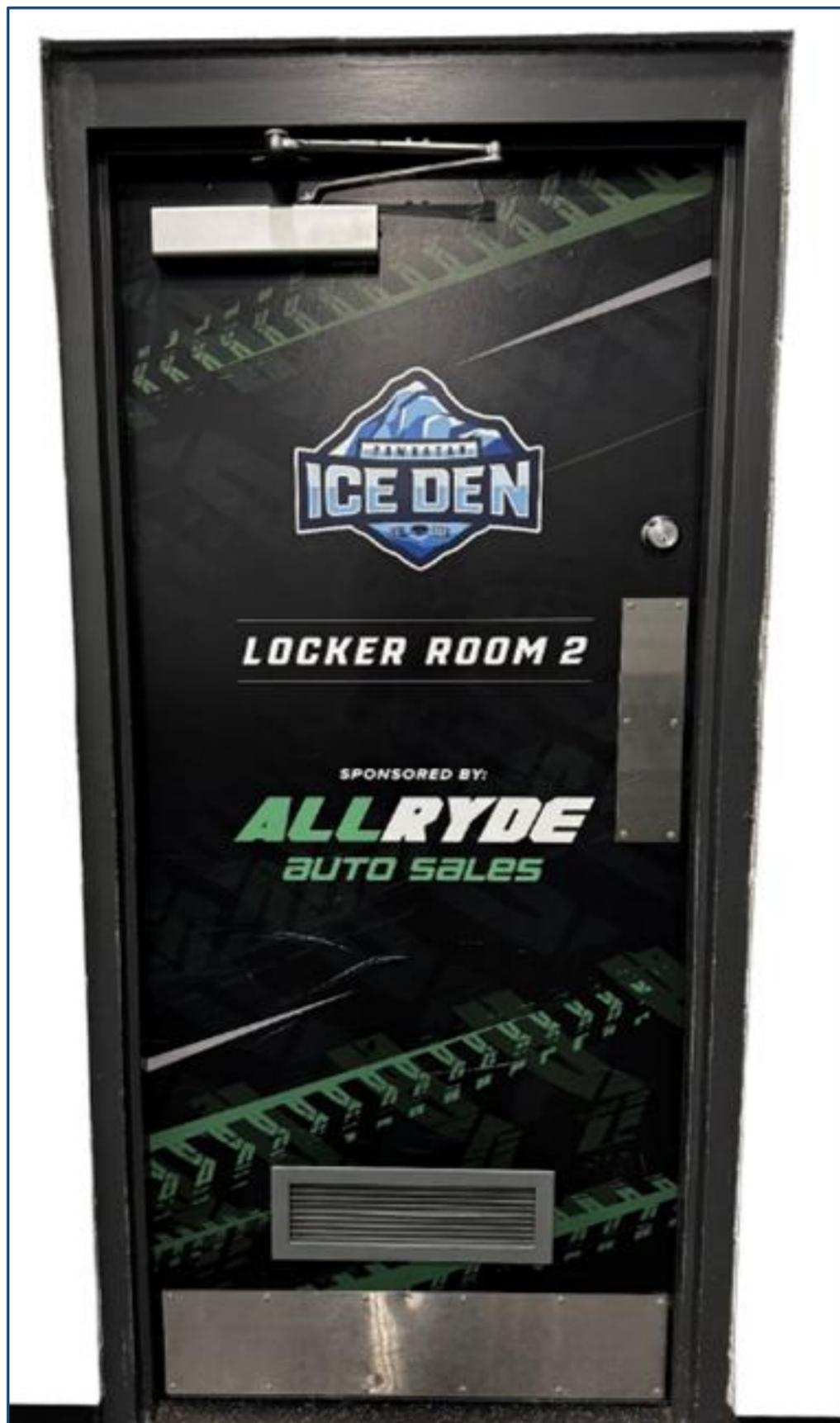
COMMUNITY ROOM

- PRESENTING PARTNER OF MEETING SPACE
- OPPORTUNITY FOR BRANDING INSIDE/OUTSIDE
- INCLUSION IN ALL COLLATERAL DETALING USE OF THE SPACE
 - \$5,000 Net
 - TWO SEASON PARTNERSHIP MIN.

**PRINTING AND INSTALL COST INCLUDED FOR STANDARD ITEMS*

COMMUNITY ROOM
BRANDED SIGNAGE





LOCKER ROOM DOORS

- PLACEMENT ON ALL FOUR (4) DOORS
- APPROXIMATELY 7' X 3' WITH A MUTUALLY AGREED UPON DESIGN
- INCLUDES ONE (1) PRIME VIEW DASHER BOARD
 - \$5,000 Net
 - TWO SEASON PARTNERSHIP MIN.

**PRINTING AND INSTALL COST INCLUDED FOR STANDARD ITEMS*

PROGRAM and event PARTNERSHIPS

HOCKEY TOURNAMENTS:

- SIX TO EIGHT ANNUAL TOURNAMENTS
- MENTION IN ALL AVAILABLE PROMOTIONS
- DISTRIBUTION TO PARTICIPANTS (AND FANS)
- ADDITIONAL OPPORTUNITIES TBD.



PROGRAMS:

- ALL-HER CLINICS
- YOUTH PROGRAMS (VARIOUS)
- ADULT LEAGUES

PARTNER PERKS

- YOUR LOGO WILL BE LISTED IN E-NEWSLETTERS, FEATURED ON WEBSITE & SOCIAL MEDIA, AND INCLUSION IN PARTNER LINEUP BOARDS DISPLAYED AT RINK EACH SEASON
 - DISCOUNTS FOR EMPLOYEES / FAMILIES TO SELECT HOCKEY SESSIONS OR FACILITY USE
 - PARTNER WELCOME PACK - BRANDED PUCK, STICKERS, AND MORE
 - ENTERED INTO A DRAWING FOR FOUR (4) PREMIUM WASHINGTON CAPITALS GAME TICKETS
 - INVITE TO OUR END OF SEASON PARTNER APPRECIATION DINNER
 - MAJOR SUPPORTER OF RVA ICE HOCKEY PROGRAMS!!!
- AND MORE...

Contact us today to join our team and further hockey initiatives for the region!
Ryan Winfree, VP & General Manager - Ryan@PowhatanIceDen.com

