



PARTNERSHIP OPPORTUNITIES

RICHMOND
ICE BOX

POWHATAN
ICE DEN
EST. 2021



WHAT we DO

- Support and develop youth and adult hockey programs to foster and support the growth of the sport in the region with two venues in Central Virginia
- 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



Our Mission

We believe in the power of ice sports and its community culture to bring people together.

- We are committed to creating safe, positive, and fun experiences for skaters and players of all ages and skill levels — from beginners to elite competitors.
- We value sportsmanship, teamwork, personal growth, and community.
- Our goal is not just to build better athletes, but to build better people — forging friendships, teaching life skills, and offering opportunities for everyone to build a lifelong love of the game.



WHAT WE DO





RICHMOND ICE BOX: RVA's newest ICE SKATING & HOCKEY FACILITY



**coming
JULY 2026!**

- Opening in Chesterfield, with proximity to Brandermill, Woodlake, Route 288/360 and Powhite Parkway
- 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 future expansion: 2nd sheet of ice
- **Expect close to 200,000 visitors per year!**

BRAND RECOGNITION

THOUSANDS OF VISITORS WEEKLY **200K annually**

- Youth practices and clinics
- Adult leagues
- Future Capitals program
- Fundraiser events
- Tournaments and Special Events

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





STANDARD PRIME VIEW: \$2,500 NET/YEAR

Visible from lobby, player benches, and spectator seats (*Wawa size shown at left*)

LARGE PRIME VIEW : \$3,500 NET/YEAR

Visible from lobby, player benches, and spectator seats (*Brain Balance size shown at left*)

SIDE-BOARD or DOOR: \$1,500 NET/YEAR

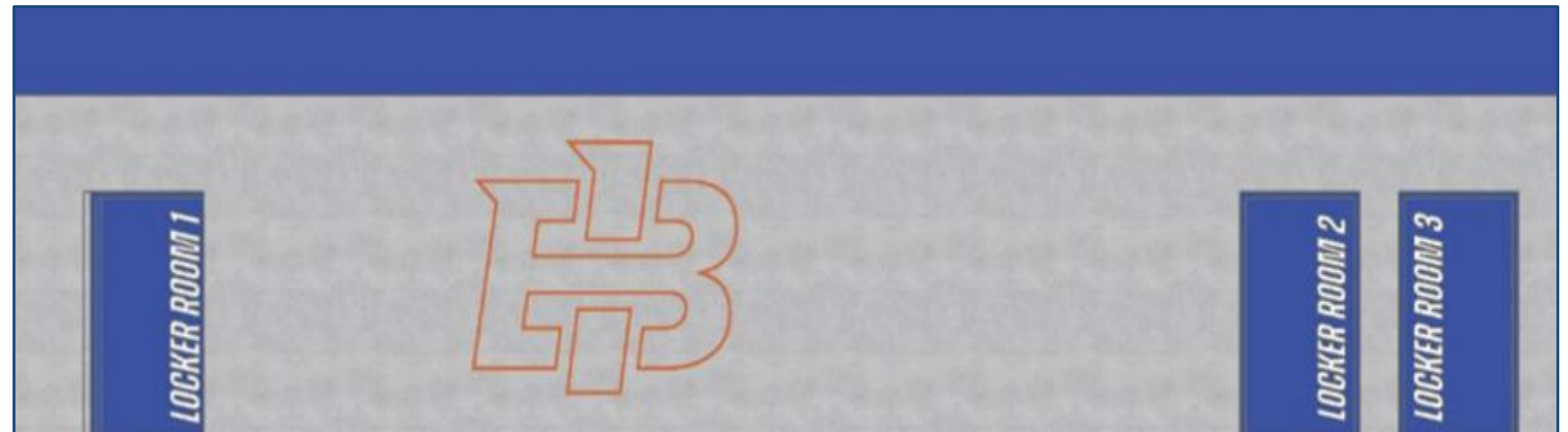
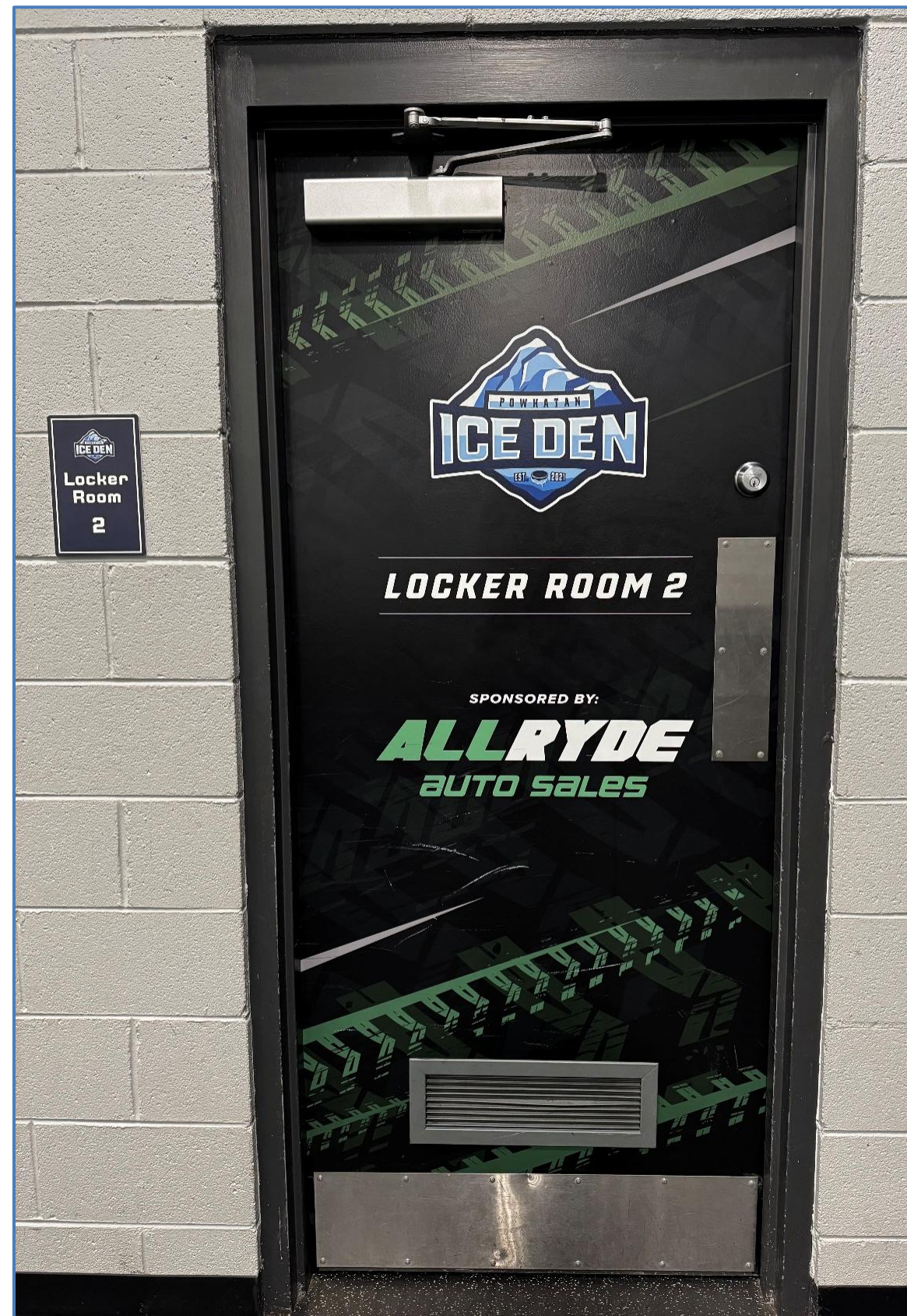
Visible from lobby and player benches (*Wawa or EDC size shown at left*)

*PRINTING AND INSTALL COST INCLUDED; SIZE MAY VARY SLIGHTLY, TWO (2) SEASON MIN

** SIGNAGE PACKAGE DEALS AVAILABLE TO INCLUDE BOTH RINKS!

Ice BOX – Dasher Boards





LOCKER ROOM DOORS

- FULL WRAP PLACEMENTS ON ALL FOUR (4) LOCKER ROOM DOORS
- APPROXIMATELY 7' X 3' WITH A MUTUALLY AGREED UPON DESIGN
- INCLUDES ONE (1) PRIME VIEW DASHER BOARD
- \$6,000 NET/YEAR

*PRINTING AND INSTALL COST INCLUDED;
TWO SEASON MIN

ICE BOX - LOCKER ROOM DOORS



POWHATAN Ice Den



- Located in Powhatan near Westchester Commons
- Opened October 2021
- 13,700 sq ft facility
- 60' x 120' ice sheet (2/3 standard)
- 765 sq ft mezzanine Community Room
- Four (4) climate-controlled locker rooms

**STATE-OF-THE-ART
ICE SKATING FACILITY
IN CENTRAL VIRGINIA**



ICE DEN - DASHER BOARDS

- PRIME VIEW: \$1,500 NET/YEAR
- SIDE-BOARD: \$1,000 NET/YEAR

*PRINTING AND INSTALL COST INCLUDED





ICE DEN - ZAMBONI WRAP

- OPPORTUNITY FOR BRANDING ON ZAMBONI
- EXACT LOCATION(S) TBD & AGREED UPON
- ONE (1) SOCIAL MEDIA POST AND FEATURED SEGMENT IN RINK E-NEWSLETTER (DATE/CONTENT TBD)
- ONE (1) PRIME-VIEW DASHER BOARD
- \$6,000 NET/YEAR
 - TWO (2) SEASON PARTNERSHIP MINIMUM



ICE DEN - LOCKER ROOM DOORS

- FULL WRAP PLACEMENTS ON ALL FOUR (4) LOCKER ROOM DOORS
- APPROXIMATELY 7' X 3' WITH A MUTUALLY AGREED UPON DESIGN
- INCLUDES ONE (1) PRIME VIEW DASHER BOARD
- \$4,000 NET/YEAR

*PRINTING AND INSTALL COST INCLUDED; TWO SEASON MIN



ICE DEN - COMMUNITY ROOM

- PRESENTING PARTNER OF PUBLIC/PRIVATE MEETING SPACE THAT OVERLOOKS THE RINK
- OPPORTUNITY FOR BRANDING INSIDE AND OUTSIDE THE ROOM
(FACING RINK, BOTTOM LEFT)
- INCLUSION IN ALL COLLATERAL DETAILING USE OF THE SPACE
- \$4,000 NET/YEAR



*PRINTING AND INSTALL COST INCLUDED FOR STANDARD ITEMS; TWO SEASON MIN.



PARTNER PERKS



- PUCK DROP PARTNER! INAUGURAL PARTNERS WILL GET RECOGNITION FOR HELPING TO LAUNCH A NEW ERA OF HOCKEY IN RVA!
- 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 FOUR (4) PREMIUM WASHINGTON CAPITALS GAME TICKETS (DATE TBD)
- INVITE TO OUR END OF SEASON PARTNER APPRECIATION DINNER
- STATUS AS MAJOR SUPPORTER OF RICHMOND HOCKEY CLUB AND ICE SPORTS PROGRAMS THROUGHOUT THE REGION!

