

1.2 million people spend 17,000 hours staring at blank walls. (and dasher boards)

We see opportunity...
...for businesses,
and the youth of Ramsey County.



Community Outreach through 'Revive & Sustain' Arena Marketing

Supporting Youth Activities • Enhancing Arena Atmosphere • Building Brands

www.reviveandsustain.com

Program Value & Benefits

- 17,000 rental hours per year (Target Field = less than 1,000)
- 1.2 Million+ annual attendance (Twins = 2.05 million)
 - Wild 780k, Wolves 699k, Vikings 534k, Saints 406k, United FC 349k
- In-arena activation at no additional cost (with qualifying sponsorship)
- Tournaments with visitors from across the state and nation
- Web site logo links on youth association sites
- Social Media promos through FOSPH boosts
- Monthly e-mails to more than 20,000 families
- Flexibility to meet specific objectives
- Outreach program to under-served neighborhoods
- **Proceeds directly support youth activity scholarship programs**



*FOSPH is a 501c3 non-profit organization and
Exclusive arena marketing partner with Ramsey County.*

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Ramsey County arenas are home to thousands of hockey-playing, skating, and curling families. In addition to our in-county associations – who host dozens of tournaments and people from throughout the nation – facilities are used extensively by families from Woodbury, Mahtomedi, Eagan, and Rosemount as well.



Friends of St. Paul Hockey...

is a non-profit organization that makes hockey more accessible, affordable, and attractive to every child in the East Metro by removing financial and social barriers.

Revive & Sustain Arena Marketing - 2019 Pricing

FACILITY	PRIMARY USE	DASHER	Wall/Floor Decal		CENTER ICE	BLUE LINE	ZAMBONI*
			4'x8'	8'x8'			
Aldrich	Hill-Murray High School	\$1,200	\$600	\$1,200	SOLD	\$500	SOLD
Biff-Adams	Frogtown Curling Club	NA	\$500	\$1,200	NA	NA	NA
Highland No.	Cretin-Derham/Capitals Youth	\$1,000	\$500	\$1,200	\$2,000	\$500	\$1,800
Highland So.	Highland HS/Capitals Youth	\$500	\$500	\$1,200	\$1,500	\$500	\$1,800
Harding	Woodbury Youth Hockey	\$500	\$500	\$1,200	\$1,000	\$500	\$1,800
Oscar Johnson	Roseville Youth Hockey	\$500	\$500	\$1,200	\$1,500	\$500	\$1,800
Phalen	Johnson HS/JCNSP Youth	\$500	\$500	\$1,200	\$1,500	\$500	\$1,800
Pleasant	St. Paul Figure Skating Club	\$500	\$500	\$1,200	\$1,500	\$500	\$1,800
Shoreview	Mounds View/Irondale Youth	\$500	\$500	\$1,200	SOLD	\$500	SOLD
Vadnais 1	MN Made/White Bear Youth	\$1,000	\$500	\$1,200	\$2,000	\$500	\$1,800
Vadnais 2	MN Made/White Bear Youth	\$1,000	\$500	\$1,200	\$2,000	\$500	\$1,800
West Side	Edgumbe Youth Hockey	\$500	\$500	\$1,200	\$1,000	\$500	\$1,000
White Bear	White Bear Youth Hockey	\$500	\$500	\$1,200	\$1,000	\$500	\$1,000
Total: All available arenas:		\$8,200	\$6,600	\$15,600	\$15,000	\$6,000	\$16,400
Per-ad production estimates (one-time cost):		\$300	\$500	\$850	\$1,500	\$600	\$3,950

*Zambonis are available for full-wrap only. Onetime wrap cost for a single unit is \$3950, two units, \$5900.

Ad pricing does not include 1st year print production costs. 3 year agreements.



8' x 8' Wall Decals in Every Arena!

Support two non-profits and your brand with each dollar invested.

Choose a non-profit partner to promote on Large-Format decals in thirteen Ramsey County rinks. Enhance non-profit awareness and Youth Hockey!

\$12,000/yr. + one-time, \$9,000 production/installation cost.

8'x8' scale. Concept only. Not actual banner or advertiser.

securian
FINANCIAL™

Equity
ON ICE

EquityOnce.org

Life is measured in moments...

Partners and Supporters:



Words from our Friends:

"Hockey is a way of life in Minnesota. Arena advertising is not only a great value, but it gets you in front of people and is an excellent way to support the kids in your community."

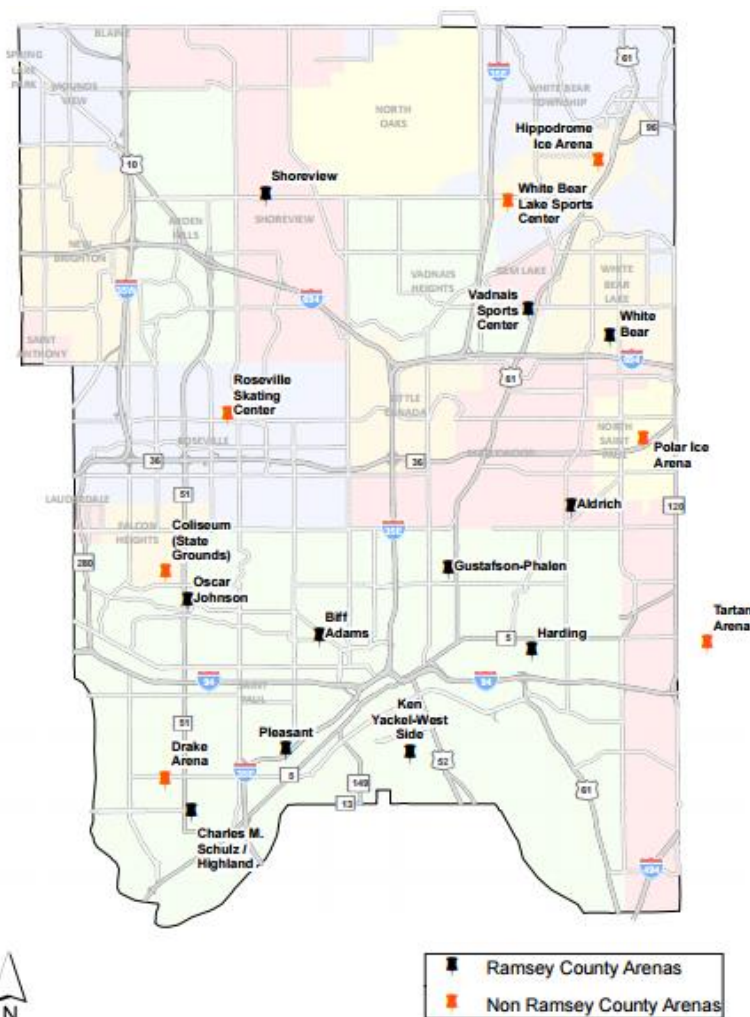
**Sean Reagan, President
Premier Banks**

"Green Mill Restaurant is thrilled to have the opportunity to support the growth and development of our local community organizations. We believe it's important to be a strong community partner, especially when it involves children."

**Paul Dzubnar, CEO
Green Mill Restaurants**

"Hockey Day Minnesota 2015 was a great demonstration of our city's love of the game of hockey, and how pro sports, the media, businesses, and municipalities can work together on behalf of our youth."

**Pat Harris, Executive Director
Hockey Day MN, 2015 – Saint Paul**



"Revive and Sustain"

is more than an advertising and marketing program...

It is a public/private collaboration that drives revenue into youth programs as it delivers marketing and brand awareness to supporting businesses. This outreach program combines community service with commercial impact. It blends in-arena and online presence as it touches thousands of families and 1.7 million visitors; the impact comes through a combination of demographics and metrics, history and traditions, hope and opportunity."

Ramsey County:

Population:	540,000
Median Age:	34
HH Income:	\$56,104
Racial makeup:	
70.1% White	11.7% Asian
11% Black	6% Hispanic

Hockey Families:

# Families:	4,700
Median Age:	38
HH Income:	\$95,450
Racial Makeup:	
90% White	2% Asian
2% Black	6% Hispanic

Your investment helps support the diversification of the game of hockey – to sustain and broaden our traditions – as we work to close achievement gaps through ice-related activities... one child at a time.

Organizations we Serve:



Revive & Sustain Community Relations Opportunities
Ramsey County In-Arena Marketing
www.reviveandsustain.com