



## 11th Annual Black Ice Sponsorship Opportunities

1883 Black Ice Pond Hockey Association

# 11th Annual Black Ice

The Black Ice Pond Hockey Championship and Winter Festival will be held January 28-30th, 2022 at White Park in Concord, New Hampshire.

Each year over 90 teams play over 300 games in this 4 on 4 pond hockey championship, held in the city where organized hockey began in the U.S.



The Black Ice Pond Hockey Association, a non-profit entity started in 2010 created this event as a way to maintain and expand ice skating and recreational opportunities for the community as well as honor **the rich heritage of hockey in Concord.** Over the past eight years, the tournament's success allowed the association to give well over \$450,000 back to the community, in areas that are true to our mission. Some funds have gone to Concord Parks and Recreation for an outdoor skating location in the south-end at Rollins Park, maintenance on the pond at White Park, and the new multi-use skate house at White Park that opened this past July! Funds have also gone to local Youth Hockey programs, providing development resources for recruitment days and affordable equipment for entry players.

The Black Ice manages advertisements at the Everett Arena, Ice Den Arena, and Tri-Town Arena, some levels of arena advertisement allow opportunities to receive exposure at the Black Ice Pond Hockey Championship and Winter Festival along with exposure for 12 months at the Arena(s).



**Where Hockey Meets the Pond**



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- ▶ **Presenting Sponsor**                    \$7,500.00 (SOLD)  
Black Ice Pond Hockey Championship Presented by:
  - Company Logo prominently displayed in every rink board during Black Ice
  - Logo included on all Black Ice marketing materials
  - Receive Everett Arena advertisements, location and size negotiable
  - Company included in all onsite announcements at the Black Ice
  - Access to all pre & post-Black Ice functions and involvement in all post-functions; golf tournament
  
- ▶ **Event Sponsor**                         \$5,000.00  
(Ice Crew, Vendor Village, Player Tent)
  - Company Logo displayed in every rink during Black Ice
  - Logo included on all Black Ice Marketing
  - Receive Everett Arena advertisements, location and size negotiable
  - Company included in all onsite announcements at the Black Ice
  - Access to all pre & post-Black Ice functions and involvement in all post-functions; golf tournament
  
- ▶ **Pre-Event Sponsorship**            \$2,500.00 Logo attached to all Pre-Black Ice events
- Scoreboard Sponsor**                 \$2,500.00 Logo Attached to all rink scoreboards
- Puck Sponsor**                            \$2,500.00 Logo on all event pucks
- Clock Sponsor**                            \$2,500.00 Logo on all event clock
- Audiovisual Sponsor**                 \$2,500.00 Mentions of sponsorship and on scoring TV's onsite
- Website Sponsor**                        \$2,500.00 Acknowledgement as sponsor on website
- Web Camera Sponsor**                 \$2,500.00 Mentions of sponsorship and on website
- Youth Hockey Sponsor**                \$2,500.00 Logo attached to all youth hockey games at the Black Ice and pre & post-event skates at the Everett Arena
  
- Off Ice Entertainment Sponsor** \$2,500.00 Band & Musical Entertainment Daily

### *SAME FOR ALL \$2,500 SPONSORS*

- Company Logo on website and marketing materials
- Company included in all onsite announcements at the Black Ice
- Company Logo on dasher boards at Black Ice
- Single Dasher on hockey boards at Everett Arena for a calendar year
- Additional 2x8 sign at Everett Arena over grandstand, visible for all events for a calendar year
- Access to all pre & post-Black Ice functions and involvement in all post-functions; golf tournament



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- ▶ **Rink Sponsor** \$ 2,000.00 (plus creative fee) - 8 Rinks Available  
Naming rights of one of the 8 rinks with Logo  
Company Logo on website and most marketing materials  
Single Dasher on hockey boards at Everett Arena for a calendar year  
Additional 2x8 sign at Everett Arena over grandstand, visible for all events for a calendar year  
Access to all Pre-Black Ice functions
  
- ▶ **Program Sponsor** \$1,500.00 (plus creative fee)  
Company Logo on website  
Single Dasher on hockey boards at Everett Arena for a calendar year  
Additional 2x8 sign at Everett Arena over grandstand, visible for all events for a calendar year  
Company Logo prominent on Concord Monitor Insert and produced schedule as the program sponsor
  
- ▶ **Induction Sponsor** \$1,500.00 (plus creative fee)  
It is a tradition of the Black Ice to honor the history of Concord Hockey. The Induction Sponsor will be part of this ceremony and write-up.  
Company Logo on website  
Single Dasher on hockey boards at Everett Arena for a calendar year  
Additional 2x8 sign at Everett Arena over grandstand, visible for all events for a calendar year
  
- ▶ **Ice Carving & Snow Sculpture Sponsor** \$1,500.00 (plus creative fee)  
A spectacular ice sculpture representative of the Black Ice in honor of the history of Concord Hockey.  
Company Logo on website  
Single Dasher on hockey boards at Everett Arena for a calendar year  
Additional 2x8 sign at Everett Arena over grandstand, visible for all events for a calendar year
  
- ▶ **Dasher / Shovel Sponsor** \$1,000.00  
(plus creative fee \$135.00) \$ 135.00  
Logo on a Black Ice rink shovel used at event  
Company name on website  
Single Dasher on hockey boards at Everett Arena for a calendar year  
Additional 2x8 sign at Everett Arena over grandstand, visible for all events for a calendar year
  
- ▶ **Shovel Sponsor** \$ 500.00  
Logo on a Black Ice rink shovel used at event  
Company name on website



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The 2022 Black Ice Pond Hockey Championship and Winter Festival is scheduled for Friday, January 28th through Sunday, January 30th at White Park, Concord, NH.

There will be many terrific enhancements to the 2022 event for the spectators.

New teams are already inquiring how they can compete in an anticipated field of teams that increases each year.

The Black Ice Pond Hockey Championship and Winter Festival provides a great opportunity for businesses to become involved in the community.

The Black Ice Association will hold several pre-event activities leading up to the event as well as on-site exposure to thousands of spectators and players. In addition to the Black Ice event exposure, your sponsorship will bring you additional exposure at the Douglas N. Everett arena in Concord, the local hockey-expo facility.

We hope that your business will consider becoming involved in the ***Black Ice*** and look forward to partnering with you to benefit the Concord Community!

### ***“It All Started in Concord!”***

For more details on the Black Ice Pond Hockey Championship and Winter Festival, visit [www.blackicepondhockey.com](http://www.blackicepondhockey.com), or contact Chris Brown: 603-410-1824, [cbrown@nhdist.com](mailto:cbrown@nhdist.com)



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