



# DUBUQUE FIGURE SKATING/LEARN TO SKATE

## Bringing athletics, art and character to Tri-State youth

### Reach highly-targeted customers and give back to local children!

The **Learn To Skate and Figure Skating Academy at Mystique Community Ice Center** is bringing to Dubuque something that hasn't been available here in three decades. A non-profit venture, our goal is to take skaters through their first tentative steps on the ice and into competitive skating.

As a prominent local business/organization, we would like to invite you to become a sponsor for this growing program. Sponsorship increases awareness and recognition of your business to both skating families and the **thousands of visitors** who walk through the doors of Mystique Community Ice Center each year. Sponsorship opportunities begin as low as \$50 and offer varying degrees of promotions. Please see the attached flier for details or send mail to [edavies@yousq.net](mailto:edavies@yousq.net) for more details.

**Contributions are tax-deductible** and go primarily toward purchasing practice ice time for students who otherwise could not afford it.

### Why should you sponsor this program?

- **EXPOSE** your business to Tri-State families.
- **INCREASE** brand recognition of your product and services.
- **DISTRIBUTE** information and materials to showcase your products and services.
- **DRIVE** participants to your web site.
- **SUPPORT LOCAL SKATERS** as they learn ice skating skills through this character-building sport.

### About US

Dubuque Figure Skating uses time-tested curriculum developed by the United States Figure Skating Association and endorsed by USA Hockey. Through that, we teach the basics of beginner skating through highly competitive figure skating. Our skaters compete regionally and hope one day to have a large enough program that we can host a competition of our own here in Dubuque. We offer year-round skating instruction – providing great exposure, even throughout the summer, to participating sponsors!

For more information, send mail to [edavies@yousq.net](mailto:edavies@yousq.net).

## 2014 Dubuque Figure Skating Sponsorship Levels

Benefit	\$750	\$500	\$100	\$75	\$50
Naming Rights for Skill Levels	X				
<b>Logo Placement</b>	X				
Local Newspaper Ads	X	X			
E-Mail Blasts	X	X			
New Student Information Packet	X	X	X		
Web Site Sponsor Page	X	X	X	X	
Recognition in arena lobby as "Official Sponsor"	X	X	X	X	X

### Benefit Descriptions

Benefit	Description	Exposure
<b>Recognition</b>		
Naming Rights for Skill Levels	Name classes students sign up for (ie, Smith Auto's Basic 2 or XYZ Cleaner's Hockey 3)	Hundreds
<b>Logo Placement</b>	Prominent placement on local newspaper ads	Local Media Readership
Local Newspaper Ads		
E-mail blasts	Frequent emails going to students who are or have been enrolled in skating programs	Hundreds
New Student Information Packet	Complimentary Advertisement in packets distributed once per session to new students	Hundreds
Web Site Recognition	Prominent placement on DFS web site sponsor page	Hundreds
Recognition in arena lobby as "Official Sponsor"	Logo displayed across from arena front desk	Thousands