

Earn ice credit for your organization!

Madison Ice Inc & Ad Banners

The Opportunity: Your organization has the opportunity to earn ice credit for the 2009-2010 skating season! Work with the Madison Ice Inc marketing team in selling advertising banners for Madison Ice Arena and Hartmeyer Ice Arena.

The Program: For each ad banner program sold your organization will earn ice credit:

Basic Program 1: will earn **\$100** in ice fee credit

Basic Program 2: will earn **\$150** in ice fee credit

The selling cycle for this program is **July 1, 2009-October 1, 2009**. All signed and paid contracts received during this time will receive ice credit for your skating organization. Madison Ice Inc will apply all credit earned to the January 1, 2010 invoice. All ad banners will be displayed by November 1, 2009 and remain on display for 12 months. ***But wait...the offer gets better...***the Madison Ice Inc marketing team will follow-up with all advertising banner clients for renewal in September & October, 2010. Ad banners submitted by your organization that renew will qualify for the ice credit again the following year....and MII does all the work!

4 Easy Steps to Follow:

Step 1: First contact Andrea Chaffee or Kelly Olson to make sure your ad banner “lead” is not currently under a marketing contract or program with MII.

Andrea: 608-231-5977 Email:andreachaffee@yahoo.com

Kelly: 608-220-0029 Email: kelly29@charter.net

Step 2: Contact your potential advertising banner company & person and fill out the ad banner contract, get payment and signature on contract.

Step 3: Submit signed contract, payment and contact information to Andrea or Kelly.

Step 4: Andrea or Kelly will follow-up with the new company to gather ad banner artwork and materials....your work is now done!

Selling Points:

- Madison Ice Inc is a 501(c)3 non-profit organization, therefore, the purchase of an ad banner program may qualify as a **charitable donation** for tax purposes.
- Funds raised through ad banners **help fund** ice skating programs, events and renovations and improvements at both ***Madison Ice Arena*** and ***Hartmeyer Ice Arena***.
- Each year over **100,000** skaters, fans and families attend skating events, games and practices at our two ice arenas. This number is **projected to increase**.
- **Madison Ice Inc** purchased the ice arenas from the City of Madison in 2004 and **has been successfully operating these ice arenas for over five years**. Facility improvements and renovations have taken place at both Madison Ice Arena and Hartmeyer Ice Arena. Additionally, ice skating programs have expanded and we continue to develop new ice skating programs, events and opportunities for the boys and girls of Madison.

Any questions about this program or for advertising banner contracts please contact Andrea or Kelly or go to our web-site: **www.madisonicearena.com** and click on “ad banner” and download copies of the ad banner contract as needed.