



Sponsorship Media Kit

2026-27 SEASON

YOUR BRAND. ON DISPLAY. ALL YEAR LONG.

Since 1976, **Winterhurst Ice Arena** has been where Cleveland comes to skate, play, and connect. With two NHL-size rinks and over **300,000 visitors annually**, Winterhurst is a year-round hub for hockey, figure skating, and community programs.

From high-intensity high school hockey rivalries to the grace of the Winterhurst Figure Skating Club, our rinks are always in motion. We proudly partner with the Cleveland Monsters on the Mini Monsters developmental program—introducing boys and girls as young as three to the sport while supporting players through Bantam age. We also host Special Olympics programs, championing inclusion and the joy of sport for all athletes.

SECURE YOUR SPOT TODAY

Reserve your placement for the 2026-27 season at winterhurstice.com.

300K+

VISITORS EVERY YEAR

Two NHL-size rinks

Serving Cleveland since 1976

Hockey • Figure Skating •
Community



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WHAT WE OFFER

Hockey

- Youth rec leagues (Mite-Bantam)
- High school programs: St. Edward, Lakewood, Bay Village, and Team Ohio
- Pre/post-season teams, drop-in hockey, and parent/tot sessions
- Cleveland Mini Monsters developmental program

Skating

- Learn to Skate programs for all ages and skill levels
- Recreational and competitive figure skating
- Winterhurst Figure Skating Club

Public & Events

- Popular weekday and weekend public skates
- Holiday sessions with up to 400 skaters per event
- Private rentals, birthday parties, and community events

SEE YOUR BRAND IN ACTION



8' Dasherboard

High-visibility rinkside ad — one per rink



LED Video Board — OHP Hockey

In constant rotation — shown many times per hour



Zamboni Wrap

The most photographed branding spot in the building



16' Dasherboard

Premium-length rinkside ad — one per rink



LED Video Board — Mini Monsters

In constant rotation throughout every session



Zamboni Wrap

Full custom wrap, seen during every resurfacing



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EVENT OPPORTUNITIES

Birthday Parties

Private ice time and party packages for skaters of all ages.

Corporate Events

Team outings, private rentals, and group skate experiences.

Field Trips

Group visits for schools and youth organizations.

Community Events

Tournaments, showcases, and holiday sessions.

SPONSORSHIP OPPORTUNITIES

TYPE	PRICE	DETAILS
8' Dasherboard LIMITED — ONE PER RINK	\$2,000/yr	High-visibility static ad placed rinkside (one per rink). Seen by all skaters, families, and spectators during practices, games, and public skate sessions. Also visible on LiveBarn livestreams, extending your reach beyond the rink.
16' Dasherboard LIMITED — ONE PER RINK	\$3,500/yr	Premium-length rinkside ad (one per rink). Maximum visibility during peak programming. Also featured on LiveBarn livestreams, viewed by remote families and fans.
Video Board Sponsorship	\$2,500/yr	A 15-second custom video ad in constant rotation on both rink video boards throughout every session—shown many times per hour during regular programming. Includes ad design and production support.
Zamboni Wrap EXCLUSIVE — ONE AVAILABLE	\$5,000/yr	Custom full wrap on the Zamboni, seen by all skaters and spectators during resurfacing. One of the most photographed and iconic branding spots. Multi-year options available.
Lobby Digital Screen Ad	\$1,500/yr	15-second video ad in continuous rotation on a dedicated digital display in the lobby—shown many times per hour for prime exposure to all foot traffic. Ad creation included.
Website Banner Ad	\$1,000/yr	Digital banner ad on Winterhurst's official website, displayed on high-traffic pages including event schedules, programming, and registration. Includes link to your site.
Email & Social Bundle	\$500/semi-annual	Featured placement in our branded email newsletter (3,000+ subscribers) paired with a dedicated Facebook and Instagram post. Includes banner or logo, short message, and link to your business—delivered twice per year for sustained reach.

READY TO PROMOTE YOUR BRAND AT WINTERHURST?

Reserve your placements for the 2026–27 season and put your business in front of Cleveland's year-round skating community. **Bundle & save:** combine rink, digital, and event placements into a custom package—multi-year options available on select placements.

CONTACT

Joey Young • joey@ohiohockeyproject.com

Winterhurst Ice Arena • manager@winterhurstice.com

Learn more & reserve at winterhurstice.com