

## Media – Advertising

1. **Logo** – A creative name with a logo that jumps out at you must be a first and is extremely important.
2. **Billboard** – Attractive, colorful, and eye catching. We recommend one or two years rotated.
3. **Brochure** – Colorful and informative with emphasis on action shots.
4. **Newspaper** – An absolute necessity. Placed properly will deliver good results.
5. **Radio** – Good for start up on special events. Joint ventures will work well and will defer costs.
6. **Television** – We fell to costly but special deals are out there.
7. **Mailing Lists** – Direct source to promote business. Recommend monthly with calendars, upcoming events, discount specials, etc...

## Special Programs

1. **Birthday Parties** – Need t establish your facility as #1 Birthday Party Headquarters. Includes cake, ice cream, soft drinks, food, paper supplies, balloons, party favors, microphone announcements, birthday song, and a visit from the mascot.
2. **Skating Lessons** – A real moneymaker with the right skating director who will build and keep interest levels high.
3. **Figure Skating** – Patch and freestyle time.
4. **Hockey** – Youth and Adult programs with in-house and travel included. We recommend all youth must play in-house to be on the travel team. This helps build and maintain the program. A one to two week program in the summer is a must.
5. **Private Bookings** – Hockey and figure by an hourly rate.
6. **Company and Private Parties** – Great for company moral and families. Holiday parties are big.
7. **Fund Raisers** – Good source of income during the week. School organizations and church groups are prime candidates.
8. **Kiddy Club** – Kids 12 and under with parents for a 2 hour session directed for families.
9. **Day Cares** – Major source of business bringing large groups at a reduced rate. Includes YMCA and YWCA, Boys Club, etc. A must for summer programming.
10. **Summer Skate Program** – Discounted summer pass to boost slow time.
11. **Ice Shows** – Promotes skating and attention to the rink.

## **Special Promotions**

1. **All Day Skates** – Teacher workdays, school off days, and school vacations, etc. Fun day of skating while parents re at work.
2. **Group Rates** – Discount during public skating of groups of 10 or more. The larger the group the larger the discount. Schools and church groups are the biggest users.
3. **Ladies Night/College Night** – Reduced prices directed and certain markets.
4. **Honor Roll** – Reward for honor roll students such as a free admission pass.
5. **Dental Program** – Reward people with good check ups.

Special programs are an unlimited category.

## **Retail**

1. **Snack Bar** – “Snack” is just that. Use quickly prepared food with high shelf life such as frozen foods and hot and cold drinks.
2. **Pro Shop** – In house sales are profitable if properly priced.
3. **Game Room** – Created a fun atmosphere with little if any costs.