

ICE SOCCER™ Can Expand Your Business

Currently you are marketing **your product, ice rinks**, to municipalities, educational institutions and private investors. They in turn are trying to forecast ice time demand by their clientele - a clientele who are playing the traditional ice sports – hockey, figure skating and, in some locales, curling and broomball. The size of the facility they ask you to build (or whether you build one at all) is thus directly linked to the market segment they perceive. And that segment is severely limited to the good skater or someone learning to skate or skate better.

With the exception of rinks offering curling and broomball, **you are indirectly marketing your product only to the skater** ... the skater who skates well enough to be willing to pay to get some ice time or the would-be skater in a learning stage.

Skaters of all ability levels represent only **about 15% of the population** ... those who skate well enough to pay for ice time enjoyment represent a far lesser percent of the population. Your business is thus limited by what your clients will offer on the ice, by what they perceive as their market. Before they commit, they in turn are trying to forecast ice time demand by their clientele. **They will only build to the capacity of ice time they think they can sell.**

But why not help arena owners expand their perception of what can be played and enjoyed on ice and thus increase their market up to six-fold? Encourage them to think beyond the traditional 15% ice sports market to a market that will include the other 85% of the population ... the non-skater? The same applies to arena managers for maximizing ice-time rental.

Introduce them to a version of the **world's most popular sport, designed for play on ice**. Fill a demand for ice time created by the skater and non-skater, the “jock” and “geek”, men and women, young and old. **Introduce your clientele to ICE SOCCER.**

If your clients are interested in revenue stream, why restrict your pitch and your business to hockey and figure skating - to 15% of the population? If they are interested in providing **an exciting new sport, something different and fun**, expand their vision beyond the traditional ice offerings and suggest the newest team sport of the 21st century. Introduce them to ICE SOCCER, so they can bring in a whole new clientele to fill ice time...and so you can build more sheets or even build at all. .

To build or not to build, one ice sheet or two, renovate two or add a third, shut down for the summer or not? If your clientele, the arena owners, focus on only a 15% market to fill available or projected ice time, the answer may result in less revenue stream for them ... as well as for you.

ICE SOCCER offers a unique version of the world's most popular sport - on ice- and focuses on 100% of the population as potential players. **Why build for only a 15% market when you can target a 100% market?**

Get up to speed about ICE SOCCER, **buy a Boot'r™**, play ICE SOCCER yourself with your staff to appreciate how much fun it is and how easy it is to learn and play. And then ask your clientele to try it for themselves...let kids and adults kick the Boot'r around in trial periods. When your clients and potential clients see the popularity of ICE SOCCER and when they buy a Boot'r or two and offer the sport at their rinks, they will fill ice time never filled before. And you will be able to build more rinks and more sheets. **ICE SOCCER provides a new win-win for you and your clients.**

Rink Owners, Managers and Arena Design/Building Contractors

When a new sport with a natural fit comes along, facility trustees have an opportunity to broaden their user base and reinvigorate their revenue stream. Basketball courts, designed for one game, have accepted volleyball, dodgeball and badminton (to name a few) in “down time.” Golf courses are open to cross-country skiing in the winter season. And ski slopes are now welcoming snowboarders. All this is in a natural evolution of accommodating new sports, without destroying the traditional sport that is played in/on the facility. *ICE SOCCER* is such a natural fit for ice arenas!

Existing Ice

ICE SOCCER provides a new revenue stream to arena owners and managers. The Boot'r can be sold or rented. Likewise, hi-traction-on-ice shoe-boots can be sold or rented out (as bowling shoes are in a bowling alley); so, too, can the required few pieces of protective gear. And don't forget the crowds that will buy at the concessions when coming to see competitive league games.

With *ICE SOCCER*'s broad appeal, much of its play can be scheduled during what arena managers would normally consider "off-hours." Or ice time can be extended for a month or two to accommodate *ICE SOCCER* play, once the hockey season winds down. For instance, periods of down-time in mid-morning and early afternoon can be filled with play by soccer-moms, 2nd or 3rd shift employees, etc. Summer birthday parties for kids playing *ICE SOCCER* were a focus group hit, offering this possibility for available summer ice time. Church groups, fund-raiser events, family reunions and many more can schedule and enjoy this new sport.

For non-commercial college/university/municipal ice, many time-slots are reserved for activities that draw very few participants, and frequently these users do not even show up. *ICE SOCCER* puts 18-20 players on ice at one time. An arena-utilization review will probably show that reallocating or consolidating this minimally used ice time to allow scheduled use by larger user-groups, such as *ICE SOCCER*, is highly advantageous.

Planned Ice

Many colleges, municipalities and private investors are contemplating the construction of ice arenas or the addition of more ice sheets, but are not convinced that the level of community interest in ice hockey and figure skating alone will support/justify the new investment. 85% of the population does not skate; hence the concern. *ICE SOCCER* is not played wearing skates, thus offering an action-venue for the skater and non-skater alike. *ICE SOCCER* does not pretend or intend to compete with either ice hockey or figure skating, wonderful sports in their own right. It simply provides another way to fill additional ice time or to justify an arena in the South, Southwest or anywhere that skating sports are not part of the cultural heritage.

As such, *ICE SOCCER* could provide the impetus for owners to build or expand by offering an alternative revenue source, thus easing their financial concerns. Potential investors who are on the verge of committing to a new or expanded arena may be reassured when they consider the revenue stream produced by a whole new team sport that appeals to both the existing ice user base and a heretofore untapped clientele within their community, the non-skater.

What Do the Players Think about *ICE SOCCER*?

Beta play at Colgate University (a Division I school in upstate New York) was held in February 2005. In a post-game written questionnaire, players were asked to rate the “Fun Factor” of *ICE SOCCER* on a 10-point-high rating scale. The lowest score given (and by only one player) was 8.5, the next lowest score (again, by only one player) was 9.5 – all others rated *ICE SOCCER* 10.0! Feedback from players in other organized games also has been overwhelmingly positive.

Web-site: www.icesoccer.com

- play-action film footage (Colgate University) (University of Detroit Jesuit High) (Survivors)
- pricing/ordering information
- much more additional information about *ICE SOCCER*