

## 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, dodge ball 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, 2<sup>nd</sup> or 3<sup>rd</sup> 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](http://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*