

## **Who is in the Win-win Scenario for *ICE SOCCER*<sup>TM</sup>**

- The kids and adults who play. Getting a new, fun sport that provides lots of exercise and a way to interact at many different intensity levels - same sex or coed teams, ages 10 and above.
- The fans who will watch these games, especially those who escape the searing summer heat to be entertained at summer-league games in a cooled ice arena.
- Colleges/universities, secondary schools (public or private), municipal parks and recreation departments which will offer a new and fun sport for their constituents. Turn “couch potatoes” into sports participants. Involve more of the community in an ice sport.
- The ice arena owners/managers who can expand their ice sports offerings to a new clientele, the non-skater, and thus increase their revenue by renting their now-open, unused ice times (especially in summer months) to players of this new sport.
- The numerous social agencies, non-profit groups, health-promotion foundations and associations, police agencies and other groups that are trying to create activities to encourage people to get more exercise and/or to “get off the street.”
- Local business people and other donors who can contribute funding for team sponsorship and ice time and thus have another way of advertising their products/services.
- Charity and/or tournament event organizers (including Winter Festivals for on-lake fun) looking for interesting events that locals and/or celebrities can easily play.
- The vendors who operate concessions at the ice arenas.
- The suppliers of product to these vendors (read here ... Coke, Pepsi, Fritos, Ball Park Franks, Domino’s Pizza, etc.).
- Manufacturers of protective gear and high-traction-on-ice footwear.
- Manufactures of all other related paraphernalia (shirts, jackets, etc.)
- Ice rink developers/builders – indoor and/or outdoor facilities. Especially useful to convince the fence-sitting client to build a new facility or expand an existing one: presenting an ice team sport for the non-skater and thereby expanding the rink’s playing clientele.
- Sports insurance companies which will be able to offer and profit from tens of thousands (eventually) of new clients.
- Any casino that can provide easy transportation to a nearby ice arena – set up a casino league and attract international and domestic soccer fans to see this American version of their favorite sport (wagering on a game’s outcome could ensue).
- Royal Caribbean Cruise Lines which has ice arenas on board their Voyager Class ships, arenas that are unused much of the time. Rent hi-traction-on-ice footwear and protective gear for the passengers to play and/or have games amongst the crew for passenger entertainment.
- T.V. networks (and their advertisers) which will have a completely new sports venue.
- “Partners” who have the vision, resources, contacts/access and knowledge about how to take this sport to its ultimate potential ... professional, franchised play.