

ICE SOCCER™

10 Reasons to Introduce this Exciting, Fast-action Team Sport

to Your Arena and Your Community

(more information on www.icesoccer.com)

Increased Revenue

1. ***ICE SOCCER*** is a great source of additional revenue, especially during late spring and summer months when traditional ice programs are not in season. In the fall, before hockey season allows formal practice sessions, ***ICE SOCCER*** can be played by hockey teams for great pre-season conditioning (aerobics, balance, coordination and teamwork). And don't overlook morning hours for at-home-schooled kids, 2nd and 3rd shift employees and "stay-at-home" Moms.

Non-Skater Appeal = Bigger Market for Ice Time

2. ***ICE SOCCER*** is not a skating sport. Therefore, it allows you (or your municipal recreation staff) to market your ice time to a huge market segment and new clientele – the non-skater. With a wider appeal, your arena will become a greater focal point for community events.

No Special Ice Maintenance

3. ***ICE SOCCER*** requires no additional ice maintenance or special preparation by the arena staff – except to run the dehumidifier and remove the hockey nets and replace them with traffic road cones (or some form of stanchion ... inflatables are commercially available) for goal posts.

Ready-Made Teams

4. Local teams that could begin playing ***ICE SOCCER*** already exist – and they are just a phone call or two away – try approaching existing soccer, hockey, lacrosse, rugby, baseball, broomball teams. ***ICE SOCCER*** is that new something that will introduce variety and excitement to their players.

Beginners Can Play - Also Opportunity for Instruction

5. Beginners do not need a well-developed skill set or to be in super physical condition to begin play and have fun. But there is much room for development and an opportunity for arena staff to offer individual and "camp" instruction for those who want to improve their playing skills.

Lots of Play Options

6. ***ICE SOCCER*** can be played at many different intensity levels and thus appeals to a wide variety of players. Possibilities include casual play for birthday parties/church outings/4-H, Boys & Girls Club events, etc., recreational play for fund-raisers, intra-office "fun night" competition, inter-agency events and highly competitive league play between companies, schools, intra-mural teams, different arenas and different municipalities. Rules allow for either full-ice or half-ice play as options.

Protective Gear – Common and Available

7. Protective gear is commonly available – new off-the-shelf for under \$100, used - for half that amount, or borrowed from friends for almost nothing. And many potential players already have this gear.

More Playing Time

8. In full-ice matches, play is with either 9 players (adult teams) or 10 players (youth teams) per side on-ice at full strength (and recommended team total per game of 15). The playing time per person is considerably greater than in some other sports. This assures players more on-ice action. In these troubled financial times, this might have a bearing on family willingness to sign up for league play.

Player and Spectator Appeal

9. Americans enjoy new, different, fun and exciting activities, especially in sports. ***ICE SOCCER*** has speed, challenge and scoring, all coupled with that little bit of uncertainty, the ice factor. How can either the player or the spectator (and also think concession revenue on game days) ask for more?

A Win-Win Sport

10. ***ICE SOCCER*** is a legitimate version of the world's most popular sport. Adding ***ICE SOCCER*** to your arena's scheduling will be a win-win for you, your arena and your community.