

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 (or buy) 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 (especially in the summer months when hockey is not played) ...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**.

* send to ice rink builders/developers/designers