

# Ice Rink Owners/Managers and Recreation Planners

(includes private, municipal and college/secondary school rinks)

**If you're selling ice to ONLY 15% of the people, WHY not target the other 85% too?**

Maximizing ice time use is key to staying in business and to profitability.

Including the greatest number of citizenry as participants in a rink's offerings is key to community (or school/college) support for the facility.

ICE SOCCER allows rink owners/management to expand its venue to the non-skater and without any additional ice preparation or maintenance.

Recognize that this country's demographics are changing; providing sports which all demographic groups can embrace will become increasingly important.

**LEARN MORE** by clicking on each of the following links:

- Expanding your business by offering ICE SOCCER ("ICE SOCCER Can Expand Your Business") => <http://icesoccer.com/pdf/contractors.pdf>
- 10 reasons to introduce this new sport => <http://icesoccer.com/pdf/10-reasons.pdf>
- Who is in the Win-Win when ICE SOCCER is introduced => <http://icesoccer.com/pdf/win-win.pdf>
- ICE SOCCER Falls and Risks => <http://icesoccer.com/pdf/falls.pdf>
- Sample form letter to send to the Ice Skating Institute asking for insurance coverage where needed

**ACTION** you can take:

- **Buy** a Boot'r and have your staff play a game to give you feedback => <http://icesoccer.com/bootr.html>
- **Show** videos of ICE SOCCER games in play; **put up** posters; **hold** a Q & A session for potential players and/or parents => [http://icesoccer.com/ice\\_soccer\\_in\\_play.html](http://icesoccer.com/ice_soccer_in_play.html)
- **Invite** already organized community teams interested in trying something new to the rink to "trial" a game or two with you – **offer** them free (or attractively discounted) ice time for these trial games
- **Circulate** information about ICE SOCCER **and** make **sign-up** sheets available for interested players (see such a sheet on this web-site – for your use) => <http://icesoccer.com/pdf/interest-form.pdf>
- **Establish** set ice times for ICE SOCCER play – (stay-at-home Moms and home-schooled kids can be easily scheduled for "low demand" times, as can 2<sup>nd</sup> and 3<sup>rd</sup> shift employees)
- **Organize** competitive league play either in-house or with a nearby ice rink
- **Complete and mail** a letter to the Ice Skating Institute president if you have a private rink and are concerned about insurance coverage for ICE SOCCER. Ask it be placed on

your hockey insurance policy as a rider. Otherwise, **use** player “**waivers**” (as with many sports/activities) to assuage concerns.