



McKenzie County Hockey Club

Sponsorship Opportunities

2026–2027 On-ice and Dasherboard Sponsorship Opportunities

Dear Community Partner,

The McKenzie County Hockey Club (MCHC) invites you to be part of a season that goes far beyond the game of hockey. It's a season built on youth development, community pride, and the continued legacy of regional engagement. Your sponsorship does more than promote your brand—it positions you as a champion of opportunity, leadership, and local impact.

As one of North Dakota's premier athletic venues, the Rough Rider Center boasts two ice rinks with stadium seating and elevated viewing—designed to host high-energy events and attract thousands of guests throughout the year. Over 220 youth athletes are expected to participate in our program this season, and families, fans, and visitors from across the Midwest and Canada will attend our exciting lineup of tournaments and showcases.

One of the highlights on our calendar is the Watford City Winter Classic Series, featuring nine tournaments held across six weekends from November through February. These events bring in more than 5,000 spectators and over 100 teams from three Canadian provinces and five U.S. states, creating a vibrant cross-border experience that energizes our community and generates lasting memories.

We are also proud to host the NAHL War in Watford weekends, where top-level junior hockey comes to our doorstep. The Minot Minotauros and Minnesota Mallards compete in front of passionate fans from across North Dakota over two weekends filled with intense action and local hospitality.

This season also marks an exciting milestone for our community with the addition of Watford City High School Hockey. As the home ice facility for both McKenzie County Hockey Club and Watford City High School Hockey, our rinks will host an expanded schedule of practices, games, and events, bringing even more athletes, families, and fans through our doors. The addition of high school hockey further strengthens the role of our facility as the hub of ice sports in western North Dakota and creates even greater visibility for our community partners.

Beyond these showcase events, our rinks bustle daily with state tournaments, figure skating and curling competitions, youth practices, camps, and home games—creating an ongoing platform for sponsorship visibility and engagement. Every event is also live streamed on our streaming platform and viewed by thousands of fans.

Your business presence on our dasher boards, which are 8' x 3' adhesive vinyl displays positioned along the perimeter of both rinks, will be seen repeatedly throughout these experiences. These placements deliver more than 3,000 hours of advertising exposure annually, making your support both high-impact and incredibly cost-effective. Whether during a Winter Classic matchup, a high school rivalry game, or a weeknight youth practice, your message is embedded in the very culture of our ice sports community.

Exceptional Value Across All Sponsorship Levels

Whether you're supporting Hansen Rink or Community Rink, every sponsorship tier offers premium visibility at an unbeatable hourly rate:

Tier	Rink	Annual Cost	Estimated Exposure Hours	Cost per Hour
On-Ice Logo	Hansen Rink	\$5,000	3,000+	\$1.67/hour
Gold	Hansen Rink	\$3,000	3,000+	\$1.00/hour
Silver	Hansen Rink	\$1,800	3,000+	\$0.60/hour
Bronze	Hansen Rink	\$1,200	3,000+	\$0.40/hour
Gold	Community Rink	\$1,500	3,000+	\$0.50/hour
Silver	Community Rink	\$900	3,000+	\$0.30/hour
Bronze	Community Rink	\$600	3,000+	\$0.20/hour

From ice-level impact to dasher board visibility, every sponsor shares in building something meaningful—while enjoying highly efficient, year-round advertising.

Why Your Sponsorship Matters

As a registered **501(c)(3) nonprofit organization**, MCHC stands behind a mission rooted in youth empowerment, sports accessibility, and community legacy. We serve as stewards of athletic opportunities for hundreds of young people in McKenzie County, helping them grow into confident, skilled individuals both on and off the ice.

Your sponsorship is not just a marketing investment—it's a **tax-deductible contribution** to a cause that enriches our local economy, strengthens civic pride, and reinforces a culture of inclusivity. Every dollar goes directly toward programming expansion, facility improvement, tournament hosting, and scholarship access. We pride ourselves on transparent governance and community accountability, ensuring that your partnership is as fiscally sound as it is socially impactful.

Together, we're laying the foundation for generational growth. Together, we build legacy.

Timeline & Action Steps

The sponsorship season runs from **October 1 through September 30**, with all payments due by **November 1, 2026**.

- For availability or board placement inquiries, contact:
 - **Denise Johnson** — denise@johnsonaccountingfirm.com | 701-444-5567
- For custom activations and event sponsorships, email: **mchcbod@wcoilers.com**

If you are a **continued supporter**, you will receive an **invoice to hold your board or ice spot**, as returning sponsors are prioritized first.

Please return your payment to: **McKenzie County Hockey Club** PO Box 1332 Watford City, ND 58854

You may also choose to pay online via the MCHC Sponsorship Info page: [Sponsorship Info Page](#)
Please note: Online payments include a **3.5% processing fee**.

On behalf of the MCHC Board of Directors, we thank you for standing with our youth, our mission, and our community. Your support makes more than hockey happen—it helps build something unforgettable.

Sincerely,

McKenzie County Hockey Club Board of Directors



MCKENZIE COUNTY HOCKEY CLUB

DASHBOARD AND ON-ICE SPONSORSHIPS

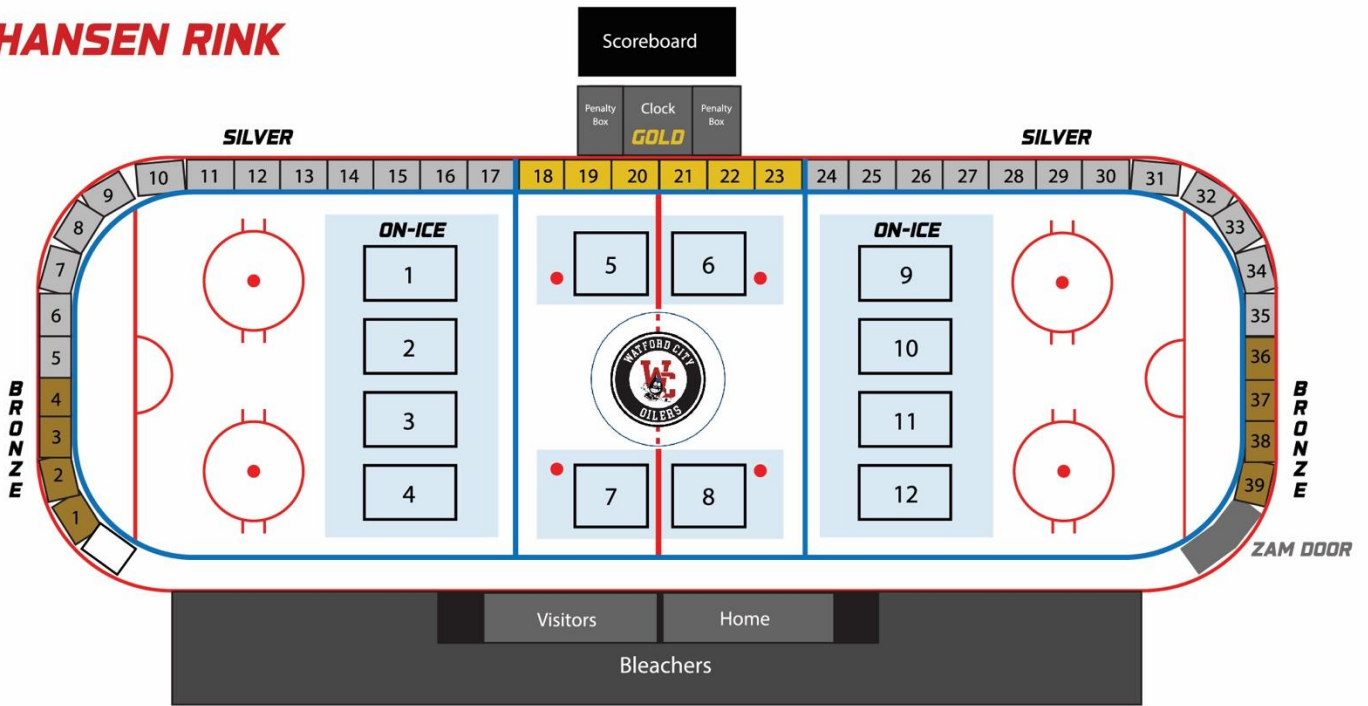
HANSEN RINK

- Bronze = \$1200
- Silver = \$1800
- Gold = \$3000
- On-Ice = \$5000

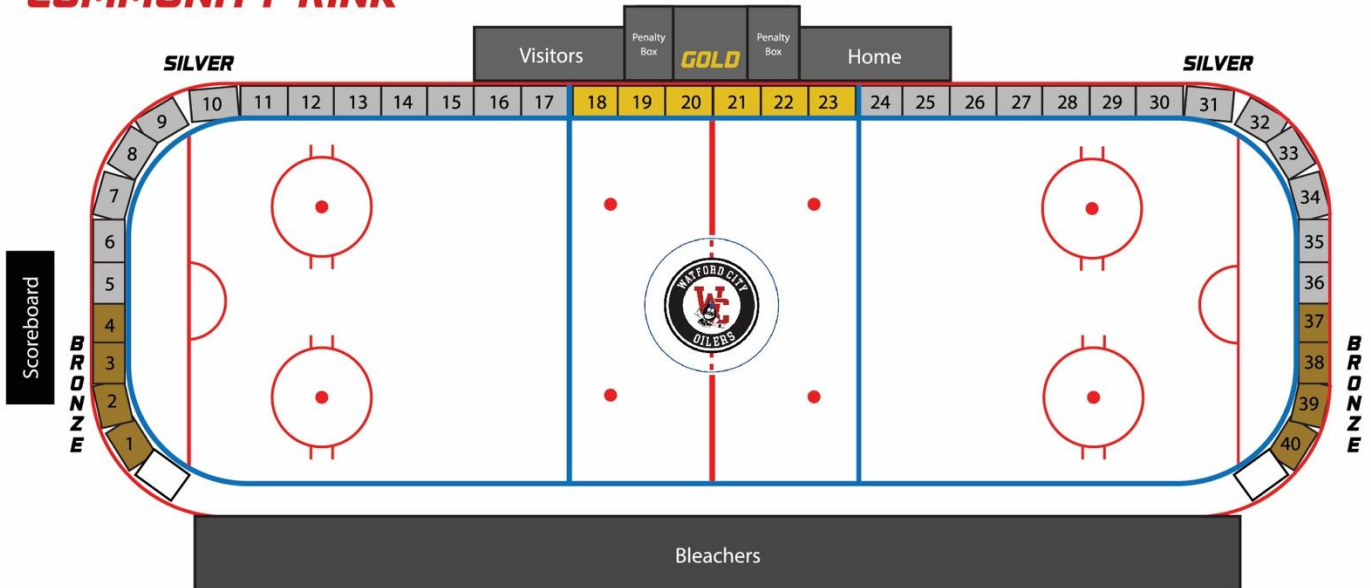
COMMUNITY RINK

- Bronze = \$600
- Silver = \$900
- Gold = \$1500

HANSEN RINK



COMMUNITY RINK



Business Name: _____

Sponsorship Tier Chosen: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Phone: _____

Email: _____

***Email a digital image of your logo to denise@johnsonaccountingfirm.com**

Thank you for supporting our youth hockey program!

