

River City Youth Hockey Association

LA CROSSE FLAMES

2025-2026

Sponsorship Guide

On behalf of River City Youth Hockey (RCYH), we invite you to review our **2025-2026** sponsorship menu and ask that your business consider a sponsorship opportunity. RCYH is 501(c)(3) nonprofit organization with a mission to make hockey available to all youth in the La Crosse area, regardless of socioeconomic background or living situation. RCYH programming provides critical character-building through coaching, team play, and leadership development. The game of hockey fosters confident and respectful youth, encouraging healthy living through exercise and positive interactions. The RCYH scholarship program assures that no child is ever turned away from the mentorship opportunities youth hockey provides. Your commitment to partner with RCYH through sponsorship ensures we can continue to deliver our mission of youth development at a time when it is needed most.



In addition to supporting our community's youth, RCYH sponsorship further ensures Green Island Ice Arena remains a viable resource in La Crosse. RCYH, through a lease agreement with the City, is responsible for the financial management and operation of Green Island Ice Arena. Our business model delivers high-quality youth programming while operating the arena in a sustainable and long-lasting manner. Green Island Ice Arena is the only indoor ice rink to specifically serve the La Crosse community and now hosts many family events, school trips and special occasions. Green Island is further a home for figure skating, sled hockey, open skating, adult curling, and youth and adult hockey. The arena is not only a resource for those who live and recreate in our city, this facility brings teams and families to our community each winter. Your support ensures that the Green Island Ice Arena remains viable, sustainable, and available to all.

The 2025-2026 ice season is right around the corner. From October through March, Green Island Ice Arena is used seven days per week, hosting games, tournaments, and other events that draw large local and out-of-town crowds- including some of the highest levels of junior hockey. There is no better investment than promoting your business at the Green Island Ice Arena. In addition to putting your brand in front of hundreds of people each week, it also keeps our community strong through high-quality youth development.

Thank you for all you do for our community! — River City Youth Hockey

Contact Information

Matt Binsfeld

Sponsorship Director, RCYH

mbinsfeld@jfbrennan.com

608-792-5831

River City Youth Hockey Association

www.lacrossehockey.com

Green Island Ice Arena

2312 7th Street South

La Crosse, WI 54601

greenislandice@gmail.com

Why Promote with RCYH

- Generate brand awareness among local youth and adult users.
- Preferred advertising with economic and social impact from adults and families who travel to the area for games and tournaments.
- Support children throughout the La Crosse area, ensuring that all community members have access to winter sports at Green Island Ice Arena.
- Affiliate your brand with a community-based effort to sustainably operate La Crosse's only ice arena.
- Support access to youth development opportunities through learning the game of hockey.

Economic & Social Impact

Our Economic Impact

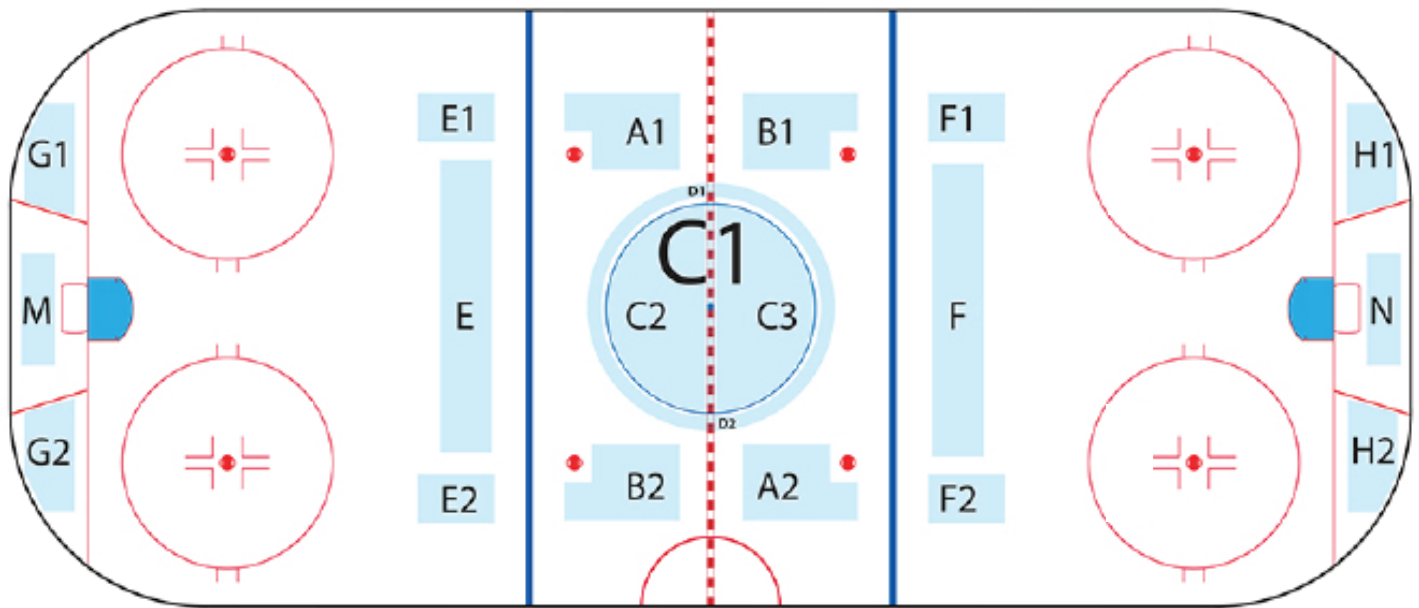
- 500 hotel nights in the Coulee Region.
- Games and tournaments bring new people into the area.
- Economic and social impact from hundreds of weekly arena users each season.

Our Social Impact

- Open access for all children to winter youth development programs in hockey, figure skating, and sled hockey.
- La Crosse's only facility that offers ice availability between October and March.

20250728

Sponsorship Options



All sponsorships include placement of your logo on the RCYH website and mention of your support during games.



Zamboni® Graphics \$2,000 / \$6,000

Multiple sponsors 1-side (\$2,000 per side: front, left, right, top)
Single sponsor all (\$6,000)



Large Wall Banner \$2,000

Large full-color 6'x10' sponsor banner hung on the south wall.



Under-Ice Logos \$1,500-\$2,000

Full-color logo shows through from underneath the ice
(investment depends on size and location of logo).
Reference the ice rink diagram above for location options.



Dasher Board \$1,000

Full-color 3'x6' dasher board graphic placed around the rink.



Wall Banner \$750

Full-color 4'x8' sponsor banner hung in the arena.



Family Banner \$300

Full-color 4'x8' family banner hung in the arena.