



NEW PRAGUE ICE ARENA EXPANSION CAMPAIGN

Building the Next Generation of New Prague
Youth Together



Building the Next Generation of New Prague Youth Together

Nearly 30 years ago, the New Prague community came together to build something extraordinary.

In 1996, families, local businesses, volunteers, and supporters united around a shared belief: that our youth deserved a place to grow, compete, & build lifelong friendships. The Ice Arena was not simply constructed — it was created by community. People gave their time. Materials were donated. Financial gifts were made. Everyone contributed in the way they could.

That original effort laid the foundation for decades of memories — first goals scored, early morning practices, friendships formed, and a sense of belonging that has shaped generations of New Prague families.

We remain deeply grateful for the support that made that vision possible. The rink stands today as a living reminder of what can happen when a community invests in its future.

Today, we find ourselves at a similar moment.

Our programs have grown. More families want access. Young athletes are traveling outside our community just to find ice time. Figure skating, hockey, & public skating opportunities are limited by space not by passion. The demand is clear: to continue serving our youth and our region, we must grow again.

Adding a second sheet of ice is about more than expanding a facility. It is about protecting accessibility, strengthening development, and ensuring that New Prague remains a place where young people can learn resilience, teamwork, and confidence — on and off the ice.

This campaign is an invitation — to past supporters, new partners, families, alumni, and community members — to help shape the next chapter. Whether you were part of the original effort or are joining us for the first time, your involvement matters. Every contribution builds toward a future where opportunity continues to grow alongside our community.

The rink we build next will serve thousands of young people, families, and visitors for decades to come. It will host practices, tournaments, public skating, and events that bring our community together — just as the original arena has done since 1996.

The story of New Prague Ice Arena has always been written by the people who believe in it.

Now, together, we write the next chapter.

Thank you for honoring the past.

Thank you for investing in the future.

Thank you for building what comes next.



GOAL

Raise money to build a second sheet of ice connected to the current facility. Planning has taken place over the years for a potential sheet of ice to be fiscally responsible. The high school locker room addition was planned for exactly this. Minimal remodeling of the current building is required to accommodate the addition.



FIGURE SKATING

- Allows for improved ice times
- Easier to attract good coaches
- Program growth



PUBLIC SKATING

- Very limited open skating now, would allow us to accommodate many more opportunities for open skating

OTHER SPORTS & EVENTS

- With a second sheet of ice, we only need 2 rinks from October to later February. Later February through September the 17,000 sq space can be used for a multitude of things including, sports practices, auctions, weddings, trade shows, social events, etc.



ICE HOCKEY

New Prague Youth Hockey has grown beyond the capacity of our single sheet of ice. Our athletes are traveling to Shakopee, Faribault, and private training facilities simply to access basic development time & we are still falling short of recommended USA Hockey ice touch standards.

Adding a second sheet of ice is not just a convenience — it is a program-defining need that impacts:

- Player development and competitiveness
- Program growth, especially for girl's hockey, getting more of our youth involved
- Community access and scheduling stability
- Cost accessibility for families
- Decreases travel and better ice times for our kids



This campaign gives families, alumni, businesses, & community partners a meaningful way to leave their legacy on the future of New Prague hockey.





MESSAGE TO PROSPECTIVE MAJOR DONORS

We are looking to partner with families, local legacy names, community-driven companies, and organizations who believe in youth development, community connection, and the long-term future of New Prague.

This is a chance to do something lasting. Something visible. Something meaningful.

COMMUNITY AND ECONOMIC IMPACT

The benefits of a second rink extend far beyond hockey.

Right now, **without outside funding**, the cost of adding a second sheet of ice would result in an estimated **70% increase in player registration fees**. This level of cost increase is not **sustainable** for families — and it risks shrinking the very program we have all worked so hard to build.

Our program has no choice but to expand. Our current rink cannot support additional growth, more ice time needs, or the development expectations set by USA Hockey.





WHY THIS RINK MATTERS TO MORE THAN JUST NEW PRAGUE

New Prague Hockey is unique — we serve families across multiple counties and neighboring communities, including:

- **Jordan (no hockey program or rink)**
- **Montgomery and Lonsdale (no high school hockey programs)**
- **Elko New Market**
- **Rural surrounding communities**

Because our membership is spread over **three to four counties, county funding is not available** — and New Prague alone **cannot fund this project through local tax base.**

This rink is not a city rink.

It is a **regional community facility** that operates as a 501C.3 organization, and our funding model reflects the real reach of our program.

WHAT A SECOND SHEET OF ICE MAKES POSSIBLE

A second rink allows us to:

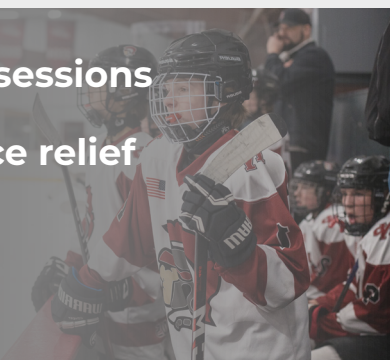
- **Retain and grow our players** who currently leave for programs like Shakopee where more ice is available. Shakopee had players leaving for other programs and school when they had one sheet of ice, now with 2 they are attracting players to their program.
- **Expand access** to hockey for communities without rinks or high school teams.
- **Expand access** to figure skaters for New Prague and surrounding communities





- **Expand access** for public skating
- **Host tournaments**, jamborees, & District playoffs, bringing visitors to New Prague throughout the season. Tournaments can have a substantial economic impact to our town.
- **Increase revenue** for local restaurants, hotels, shops, and service businesses.
- **Support year-round youth sports**, by converting summer rink space to indoor fields for:

- **Figure skating**
- **Lacrosse**
- **Baseball, softball training**
- **Golf**
- **Speed & agility sessions**
- **Rain-out practice relief**
- **Soccer**



- **Rent ice to nearby youth programs**, providing ongoing operational revenue.
- **Non-ice season uses**. With a 17,000 indoor open space, the potential opportunities for weddings, auctions, social functions, trade or craft shows, concerts are unlimited.

THE IMPACT IS CLEAR

When we build this rink, we are investing in:

- **Youth development**
- **Local business growth**
- **Community identity and pride**
- **A financially sustainable facility for a host of people and programs to uses**
- **Long-term economic benefit to the region**

This project grows far more than hockey, it grows New Prague.



THE SIGNATURE PARTNERSHIP

Arena Naming Rights

\$2,000,000 – \$5,000,000+ (range based on term length and branding scope) Donations are tax deductible, consult your tax preparer.

The Arena Naming Partner becomes a foundational community legacy presence — the name that will be spoken aloud, printed in every schedule, mentioned in every game broadcast, visible in every photo taken on our home ice, and recognized across youth hockey in Minnesota.

THIS PARTNERSHIP INCLUDES:

- Full naming rights to the new arena
- Exterior arena signage and entrance monument
- Branding on all printed and digital association materials
- Recognition at tournaments, events, and media mentions
- Role in shaping the long-term vision & identity of the facility
- Opportunity for legacy dedication (family name, memorial tribute, corporate stewardship, etc.)



MOST IMPORTANT:

This commitment activates an immediate construction start timeline. Because arena naming serves as the cornerstone of our capital funding model, securing this commitment is the key to breaking ground and accelerating completion directly impacting every child in the program today.

This is not just sponsorship

It is the gift that unlocks the rink.

It is leadership that will be remembered for generations.



COMMUNITY DONOR PROGRAM — “FILL THE NET”

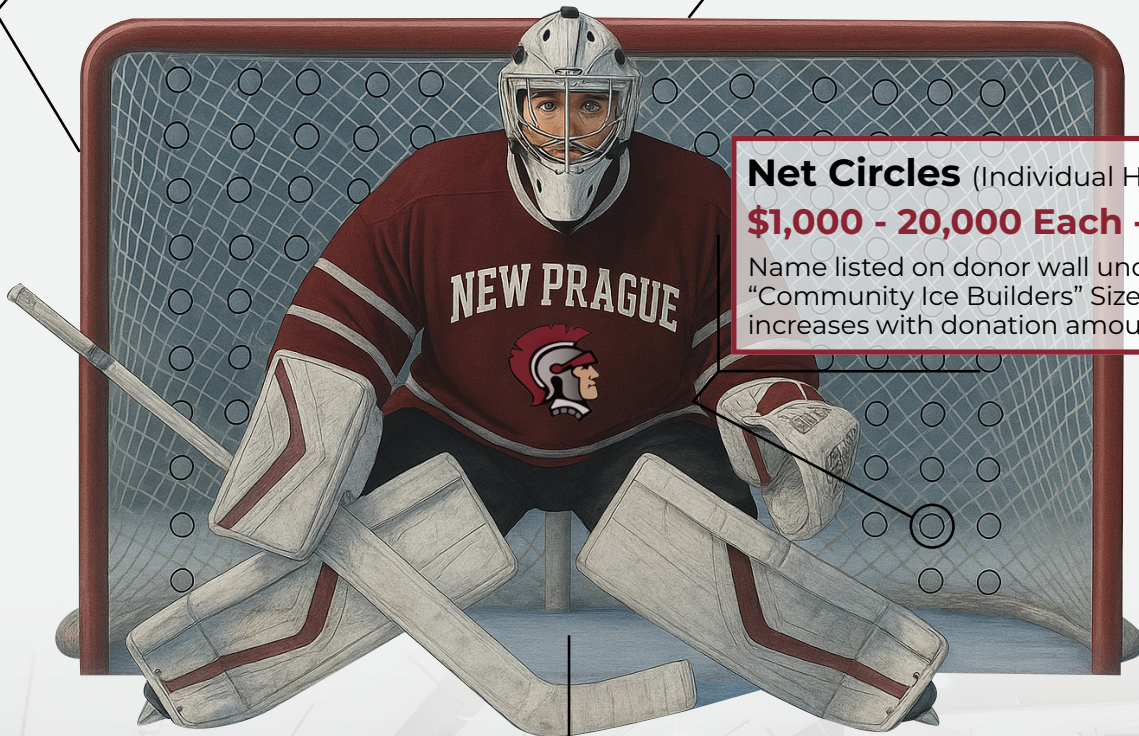
Accessible recognition opportunities for families, youth alumni, and local supporters. Donations are tax deductible, consult your tax preparer.

Side Posts (Left & Right) \$25,000 Each-2

Prominent donor wall recognition + rink signage

CrossBar \$50,000 Qty-1

Premier placement on donor wall, center rink banner, and press acknowledgment



Net Circles (Individual Holes)

\$1,000 - 20,000 Each -100

Name listed on donor wall under “Community Ice Builders” Size of circle increases with donation amount.

Goalie Gear \$100,000 - Qty 3

Donor receives recognition as a Cornerstone Supporter, with name permanently displayed alongside a featured piece of the Goalie on the donor wall installation (highly visible, premier legacy placement).





LEGACY SPONSORSHIP AND NAMING OPPORTUNITIES

Long-term, high-visibility placements that become part of the identity of the new arena. Donations are tax deductible, consult your tax preparer.

Opportunity	Donation Level	Quantity Available	Term / Recognition Details
Locker Room Door Wraps	\$5,000 Per Door	9 Doors	5 Year term. Full custom vinyl wrap featuring family or business name. Seen daily by players and all visiting teams. Annual (5 years with first right of refusal for another 5)
In-Ice Logos (Near the Blue Line)	\$10,000	4 Available	1 year term. Logo embedded directly into the ice surface; visible during games, practices, tournaments, and LiveBarn streaming. Annual placement (renewable).
Dryland Training Room Naming Rights	\$15,000	1 Opportunity	1 year term. Official naming rights + recognition plaque + inclusion on facility signage. annual
Zamboni Wrap/magnets Sponsorship	\$50,000	1 Opportunity	3-Year term. Full custom Zamboni wrap + lobby signage + sponsor unveiling announcement.
Concession Stand Naming Rights	\$100,000	1 Opportunity	10-Year term. Naming signage on concession structure + donor wall prominence.
Main Scoreboard Naming Sponsorship	\$250,000	2 Opportunity	10 year term. Premier scoreboard branding, visible from all seating angles and in photos/video throughout events. 10 years.
Secondary Scoreboard Sponsorship	\$100,000	2 Opportunity	10 year term. Naming placement on secondary scoreboard(s), high visibility during practices, training sessions, and competitions. 10 years



OTHER ADVERTISING OPPORTUNITIES

Rink Dasher Board Advertising Program

High-frequency, year-round brand visibility inside the rink.

Annual Sponsor Levels

Placement Location	Cost / Year	Visibility Details
Prime Position (Behind the Nets)	\$2,000	Highest visibility; seen in photos, game film, and LiveBarn stream.
Player Bench Side Boards	\$1,500	Constant visibility during games, practices, and team traffic.
Spectator Side Boards	\$1,000	Strong in-arena visibility during all events.

Setup Fee & Multi-Year Discount Structure

Agreement Term	Setup Fee	Notes
1-Year Agreement	\$300	Standard cost for board print and installation.
2-Year Agreement	\$225	Reduced setup fee.
3-Year Agreement	\$150	Deep setup discount.
3-Year Agreement Paid in Full Upfront	\$0	Setup fee is fully waived.

Many dasher board placements are visible on our LiveBarn broadcast feed — reaching not just local families, but viewers across the state and country.





VOICES BEHIND THE VISION

New Prague is a special place built on culture, togetherness, and a strong commitment to families. Youth sports are a vital part of that foundation, teaching discipline, leadership, and teamwork while helping our children grow into successful adults. They also play a key role in strengthening our community and welcoming families from across the state into our town to support us and our businesses.

For more than eight years, the New Prague Hockey Association has faced a growing challenge: limited access to ice time. As our community continues to grow, this shortage threatens our ability to serve families and sustain the sport of hockey in New Prague. Without a second ice facility, our nonprofit is increasingly limited in participation opportunities and in providing the developmental experiences our athletes need to grow and succeed. This challenge has persisted for years and continues to intensify.

The New Prague Hockey Association has always operated without requiring direct financial assistance from the residents of New Prague, and we intend to continue that commitment. A second ice facility would further enhance community engagement and support local businesses by attracting competitive associations that travel to our city. To meet these needs, we ask for the support of our community and its leaders as we begin the process of adding a second ice rink. This investment will ensure we can continue to share this beautiful sport with families today, tomorrow, and for years to come.

-Daniel Sacco, NPHA President

District 6 Hockey Associations have expanded their membership due to girls growth and adding other levels of hockey. Associations are hard pressed to meet their needs without a second or in now many cases a third sheet of ice. Associations that are in the same membership size as New Prague have 2 sheets of ice to use. (With Eden Prairie having 3 sheets) I fully support New Prague having a second sheet and will help financially by providing tournament use and off season use by Minnesota Hockey where able.

-Brad Hewitt , District 6 Director

The New Prague Figure Skating Club is currently reaching the limits of what we can achieve with a single sheet of ice. Our growth is restricted by early morning ice times that are difficult for families to manage, and the lack of available hours prevents us from expanding our Learn to Skate program or launching new camps and skill clinics. Currently, many of our skaters must travel to neighboring communities just to find adequate practice time. The addition of a second sheet of ice would be transformative, allowing us to keep our athletes local, welcome more beginners into our programs, and finally provide the comprehensive developmental opportunities our skaters need to thrive.

-New Prague Figure Skating Board



Having three kids in sports, two of them in hockey, while being a single parent comes with constant logistical and emotional challenges. Our community rink has been outgrown, which means ice time is spread across multiple towns, requiring long drives, tight schedules, and impossible choices. As one parent, I can't be in two or three places at once, and many days I have to heavily rely on friends and family just so my kids can get to the rink. That dependence, while appreciated, is difficult and unsustainable at times, especially when it's the only way to allow my children to participate in the sport they love. The challenge is made even harder by extremely early ice times, including 5:30 a.m. practices for my youngest son who is in 4th grade which places added strain on him, disrupts much needed sleep, and makes mornings especially demanding for a single-parent household. The constant travel, early mornings, and coordination create financial stress and exhaustion, taking away from what should be a positive, community-based experience for our children.

-Steven Malecha

Our local community would benefit greatly from the opportunities provided with a second sheet of ice. For our hockey community and for all kids, a second sheet would allow for local and affordable access to the game. Currently, our association does not have enough access to ice time. Any growth as an association would further challenge our ability to provide a high quality experience for players and families. Coming together as a community to add additional ice would honor our program's history and be transformative for years to come.

-Elsa Shorey, Girls Development Lead and Coach

Opportunity is the key to success. A second sheet of ice will give all of the youth in the community an opportunity to succeed where there are limitations now. New Prague is a strong and proud community and has always strived to provide opportunities for the future!

-Bill Liese, District 6 President and Minnesota Senator

A second sheet of ice is not just more ice — it's more opportunity. It means more kids playing, more families involved, and more time for a community to grow together through hockey. When access expands, the game and the community both get stronger

-Jason Witt, President of New Prague Arena Board, President and Owner of KA Witt Construction

I was born and raised in New Prague, grew up playing in the youth hockey association, and graduated from New Prague High School in 2018. Now, I have the opportunity to coach in the same association that shaped me into who I am today. The rink was a huge part of my life growing up and taught me valuable life lessons that went beyond the game of hockey.



A second sheet of ice would give more kids the chance to play, develop, and be part of something bigger, just like I was. It's an investment in the next generation and in the future of hockey in New Prague.

-Jake Pirkl, Coach and Hockey Development Committee Member

We believe hockey is for everyone, and adding additional ice to our rink will further our goal of providing new and greater opportunities to student-athletes. We are at a competitive disadvantage in Class AA as we only have one available sheet of indoor ice in our community, and leveling the playing field would help our program better compete. But more importantly, adding more capacity allows the growth of hockey and an expansion of the development of young women and men through hockey in our community.

-Brad Drazan, Boys Highschool Hockey Coach and New Prague Teacher

I believe New Prague should get a second sheet of ice because it allows teams to have more individual focused ice time rather than constantly splitting the ice with other teams. I really noticed a big difference when it comes to high school practice times. When talking with other athletes at other schools they were able to practice for 1.5 hours a day. We would get an hour max. If we want to compete at a higher level we need the ice to be able to do so. As for coaching our 12U team we had 2-3 practices all season that were alone. Those practices were at 9pm at night after 3 days straight of games so the ice we did get alone it was very hard for it to even be productive. If we want to be better as an association, one sheet won't get us there.

-Catie Skaja, Previous New Prague Highschool Hockey Player and Coach





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