

**Maple Grove Ice Arena
Sponsorship Revenue Model
10 Year Naming Rights Sponsor Agreements**

Sponsorship Item	Term	Qty	Sponsor Gross Price/ Contract	Sponsor Gross Price/ Year	Arena Split %	Arena Net Revenue/ Contract	Arena Net Revenue/ Year
<u>10 Year Agreements</u>							
East Rink Naming Rights	10	1	\$ 275,000.00	\$ 27,500.00	0.9	\$ 247,500.00	\$ 24,750.00
West Rink Naming Rights	10	1	\$ 225,000.00	\$ 22,500.00	0.9	\$ 202,500.00	\$ 20,250.00
East Rink Viewing Area	10	1	\$ 125,000.00	\$ 12,500.00	0.9	\$ 112,500.00	\$ 11,250.00
Concessions Sponsor/Skating School	10	1	\$ 100,000.00	\$ 10,000.00	0.9	\$ 90,000.00	\$ 9,000.00
Upper Level Wallscape by Office	10	1	\$ 100,000.00	\$ 10,000.00	0.9	\$ 90,000.00	\$ 9,000.00
Upper Level Stairway Wallscape	10	1	\$ 100,000.00	\$ 10,000.00	0.9	\$ 90,000.00	\$ 9,000.00
Division 1 Sponsor Wall	10	1	\$ 75,000.00	\$ 7,500.00	0.9	\$ 67,500.00	\$ 6,750.00
Lower Level Wallscape Sponsor	10	1	\$ 50,000.00	\$ 5,000.00	0.9	\$ 45,000.00	\$ 4,500.00
Hydration Station Sponsor	10	1	\$ 50,000.00	\$ 5,000.00	0.9	\$ 45,000.00	\$ 4,500.00
Elevator Wrap Sponsor for OMGHA	10	1	\$ 25,000.00	\$ 2,500.00	0.9	\$ 22,500.00	\$ 2,250.00
East Rink Digital Ad	10	6	\$ 20,000.00	\$ 2,000.00	0.9	\$ 108,000.00	\$ 10,800.00
Total 10 Year Agreements						\$ 1,120,500.00	\$ 112,050.00

Note:
Models above represent full capacity, target 80% for first year sales