

**Maple Grove Ice Arena
Sponsorship Revenue Model
2-Year Rink Advertiser Agreements**

Attachment E

Sponsorship Item	Term	Qty	Sponsor Gross Price/ Contract	Sponsor Gross Price/ Year	Arena Split %	Arena Net Revenue/ Contract	Arena Net Revenue/ Year
2 Year Agreements							
East Rink 8' x 8' Wallscape	2	12	\$ 6,800.00	\$ 3,400.00	0.5	\$ 40,800.00	\$ 20,400.00
East Rink Dashers	2	45	\$ 2,400.00	\$ 1,200.00	0.5	\$ 54,000.00	\$ 27,000.00
West Rink Dashers (2 for 1)	2	30	\$ 3,600.00	\$ 1,800.00	0.5	\$ 54,000.00	\$ 27,000.00
Exterior Dashers	2	2	\$ 5,000.00	\$ 2,500.00	0.5	\$ 5,000.00	\$ 2,500.00
In-Ice Logos	2	2	\$ 5,000.00	\$ 2,500.00	0.5	\$ 5,000.00	\$ 2,500.00
Zamboni Sponsors	2	2	\$ 9,000.00	\$ 4,500.00	0.5	\$ 9,000.00	\$ 4,500.00
Total 2 Year Agreements						\$ 167,800.00	\$ 83,900.00

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