



Date Delivered: VIA Email

Store Name
Address
Grand Rapids, MN 55744

Re: Naming Rights and Sponsorship Opportunities for the IRA Civic Center

Dear Business Name;

Due to an insufficient roof structure and the need to address ADA improvements, the IRA Civic Center is currently undergoing a large reconstruction/remodeling project.. The project is currently on time and on budget with a completion date of November 1, 2023. One goal of the project is to secure naming rights of the entire facility and sponsorships of various areas within the facility.

The following are demographics related to the IRA Civic Center:

- The facility exceeds 200,000 visitors per year.
- 1.3 million vehicles drive by the facility per year.
- Over 30 major dry floor events per year. Many do radio/paper advertisements with "IRA Civic Center" announced. A detailed list is attached.
- 12 boys and 12 girls high school hockey games broadcast on the radio.
- Several boys high school hockey games are regionally televised on Duluth stations.
- A minimum of 12 youth hockey tournaments hosting 120 teams.

In your consideration of naming rights, the City believes this partnership needs to be mutually beneficial to both parties. We would appreciate the opportunity to work with you in developing a value for the naming rights that would help your business grow its brand here in Grand Rapids while allowing us to cover a good portion of our operating expenses. This partnership will help make hockey and skating affordable to all people of this community.

As a starting point of discussions, your business would receive the following benefits:

1. The name of the facility could be "Your Business at the IRA Civic Center", and you would receive:
 - a. Reference in all publications, communications (written/electronic), and tickets;
 - b. Potential exclusive use of the new Suite located in the west venue.

- c. All building signage (paid for by Your Business);
- d. Four dasher ads in both rinks;
- e. Two small wall banners;
- f. Center Ice Logo in both rinks; and
- g. No competitor's ads in the building
- h. We would require all dry floor event rentals to include "Your Business at the IRA Civic Center" on all of their promotional brochures, radio ads, media, etc."
- i. Exterior and interior door stickers/logo.
- j. Branded work shirts for employees of the Civic Center.
- k. Consider any other ideas Your Business may have. For instance, we could provide coupon or discount bags to youth hockey teams participating in tournaments.
- l. It would be desirable to have an agreement for a minimum of ten years.

In addition to naming rights there are sponsorship opportunities as follows:

- Upper Lobby – This area is utilized as the main lobby for the Cliff Kauppi(west) Venue. When remodeling is complete it will be a flexible space that allows for partitioning into three different meeting rooms.
- Cliff Kauppi Venue – This is the main venue for events in the Civic Center. Ideally, it would be branded as "The Cliff Kauppi Venue – Sponsored by Business X".
- The Warming Shack – Located at the North end of the Cliff Kauppi Venue, it serves as a locker room for the Jerry and Shirley Miner Multi-Use Pavilion. It is heavily utilized by youth hockey groups from December through February.
- Lower Lobby – Located on the east side of the facility, it is the main entrance where most visitors enter and have access to both venues. It also houses the main concession stand.
- Bill McDonald Venue – This is the east venue at the Civic Center. Ideally, it would be branded as "The Bill McDonald Venue – Sponsored by Business X".

Please contact me if you have interest in your company securing Naming Rights or Sponsorships. We would be happy to take you on a tour to see if there is an opportunity that works for you.

Although we are not setting a firm date for proposals from businesses, ideally we would have agreements and terms with potential businesses completed by November 1, 2023. Please note that the start date of the agreements is negotiable.

Regards,

Tom Pagel
City Administrator
218.326.7626
tpagel@grandrapidsmn.gov

**Itasca Recreation Association Civic Center
Dry Floor Event Schedule**

Annual Trade Shows

- Northern MN Builder's Association Home Show
- Grand Rapids Area Boat Show
- Jaycee's Sport & Travel Show
- Sandstrom's Food Show
- Children First Expo
- Hand Made in America Show

Community Events

- March of Dimes Walk
- MS Walk
- Merna-Mania Wheelchair Awareness Event
 - Set Guinness World Record
- Summer Sports Camp
- MS Lifted Trucks Rally
- Tall Timber Days 5K
- Community Connect – Public Services Event
- Lifeline Health Screening
- Food Shelf Runs / Walks
- Poling Site for City of Grand Rapids
- Numerous Recreation Programs

Banquets / Performances / Meetings

- Itasca Father/Daughter Ball
- Dog Obedience Classes
- Wedding Receptions
- Graduation Parties
- Northern Cruiser's Car Club Banquet and Car Show
- Pierced Festival – Multi-Church Concert Event
- MDHA Banquet
- Duck's Unlimited Expo
- Circus'
- Concerts
- Horse Shows

Banquets / Performances / Meetings (cont.)

- Car Sales
- Grand Rapids Amateur Hockey Association Walleye Tournament Headquarters
- Minnesota Fire Fighter's Convention

Independent School District 318

- Kindergarten Round-Up
- High School Prom & Post-Prom
- High School Graduation Ceremony
- High School College Fair
- Baseball and Lacrosse Practices
- Emergency Evacuation Site