



MASON CITY MPA

ICON

**MASON CITY
MULTI-PURPOSE ARENA**

MASON CITY, IA

SPONSORSHIP OPPORTUNITIES



PROJECT SUMMARY

The Mason City Youth Hockey Association (MCYHA) has formed a core group of motivated individuals to develop a long-term facility plan for the youth of Mason City who participate in both hockey and skating activities alike. The current arena that the MCYHA utilizes is no longer feasible; the ice floor has exceeded its life expectancy by more than 15 years and the systems within the arena are outdated. During the summer months, the existing facility is used for equestrian sports which takes away ice time from skaters.

In early 2019, ICON Architectural Group was hired by the City of Mason City and the MCYHA to renovate and redesign the vacant JCPenney store into a 52,500 square foot multipurpose event center/ice arena as part of the City's downtown redevelopment project. The arena will include seating for 2,044 spectators during hockey games, 2,839 for basketball games, and up to 3,412 for concerts and other events that allow floor seating. The new arena will be home to all MCYHA teams, the Mason City Mohawks, the North Iowa Bulls, the figure skating club, and adult recreational leagues.

The new arena will provide a major upgrade from the current facility, allowing ice to be put in a month earlier eliminating the need for MCYHA players and other skaters to travel to neighboring communities for ice time. In addition, the new facility will allow MCYHA to have access to ice in the summer by leasing time from the Parks and Recreation Department. The arena will also be able to accommodate concerts, festivals, and many other events. These events will attract community members to the new facility and allow advertisers and donors to be recognized throughout the entire calendar year.



CURRENT MAKE UP OF MASON CITY HOCKEY

LEVELS	AGES	IN-HOUSE	TRAVEL
LEARN TO SKATE	ALL AGES	YES	NO
6U	6 & UNDER	YES	NO
8U (MITE)	7-8 YEARS OLD	YES	YES
10U (SQUIRT)	9-10 YEARS OLD	YES	YES
12U (PEEWEE)	11-12 YEARS OLD	YES	YES
14U (BANTAM)	13-14 YEARS OLD	NO	YES
HIGH SCHOOL	15-18 YEARS OLD	NO	YES

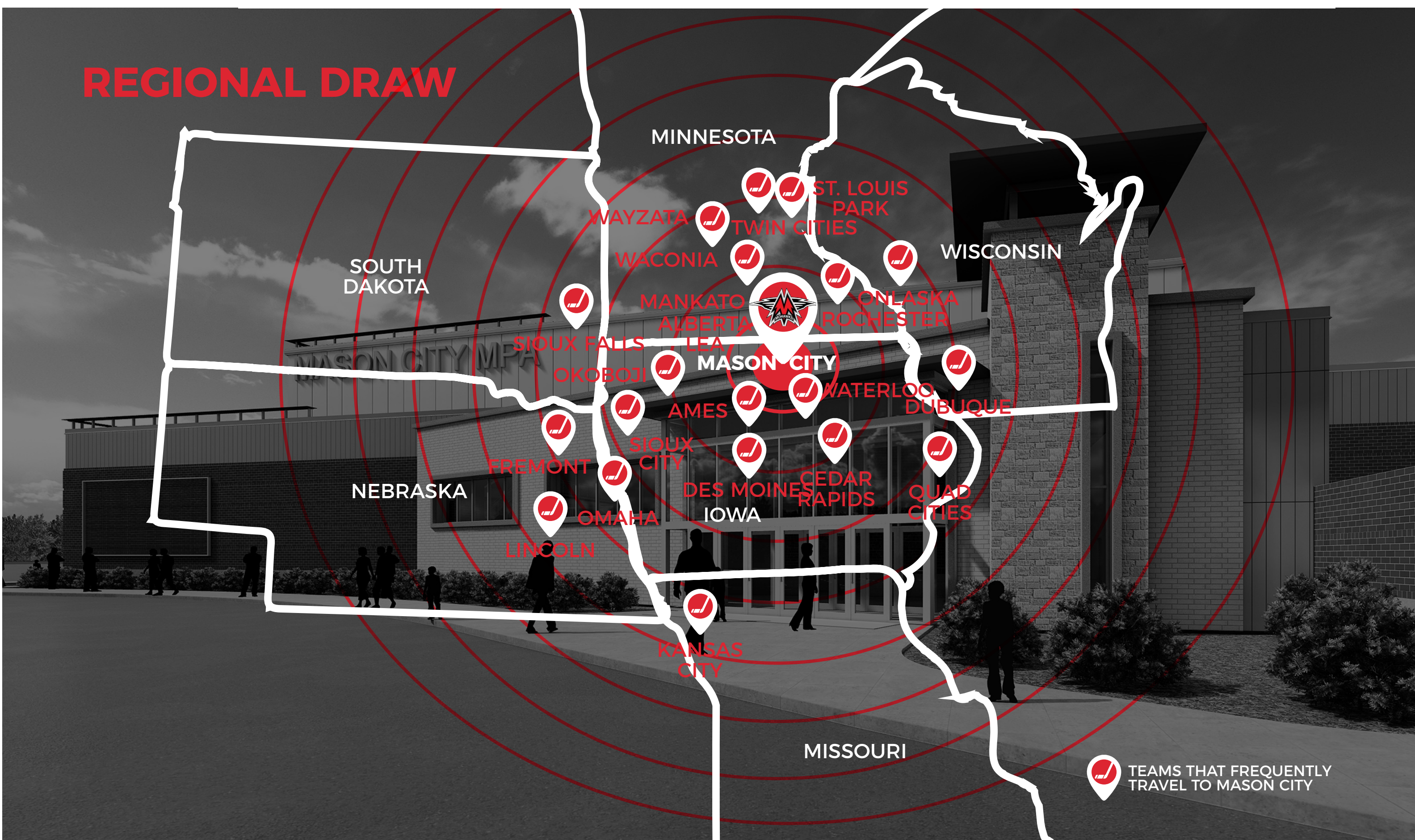


ECONOMIC IMPACT: TOURNAMENTS

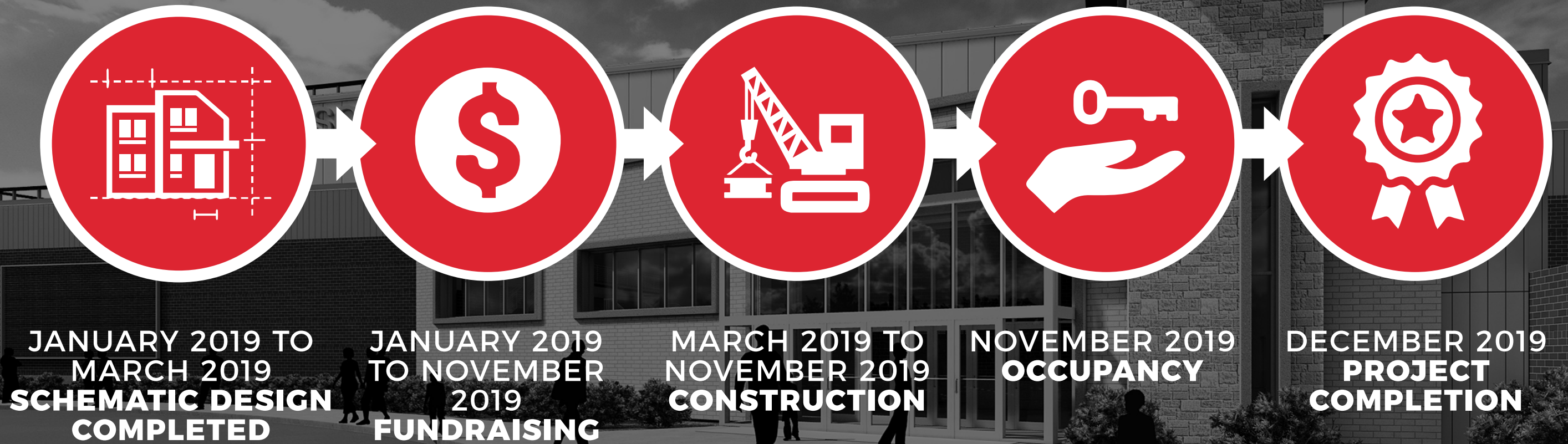
TRANSPORTATION	LODGING	RETAIL	ENTERTAINMENT	FOOD SERVICE
245,100.00	\$60,450.00	\$37,250.00	\$52,300.00	\$108,200.00
TOTAL	\$503,300.00			

- LARGER, MORE EFFICIENT VENUE WILL ALLOW FOR LARGER TOURNAMENTS
- MORE TEAMS = MORE FANS/FAMILIES
- MORE FAMILIES = HIGHER SPENDING

REGIONAL DRAW



PROPOSED TIMELINE



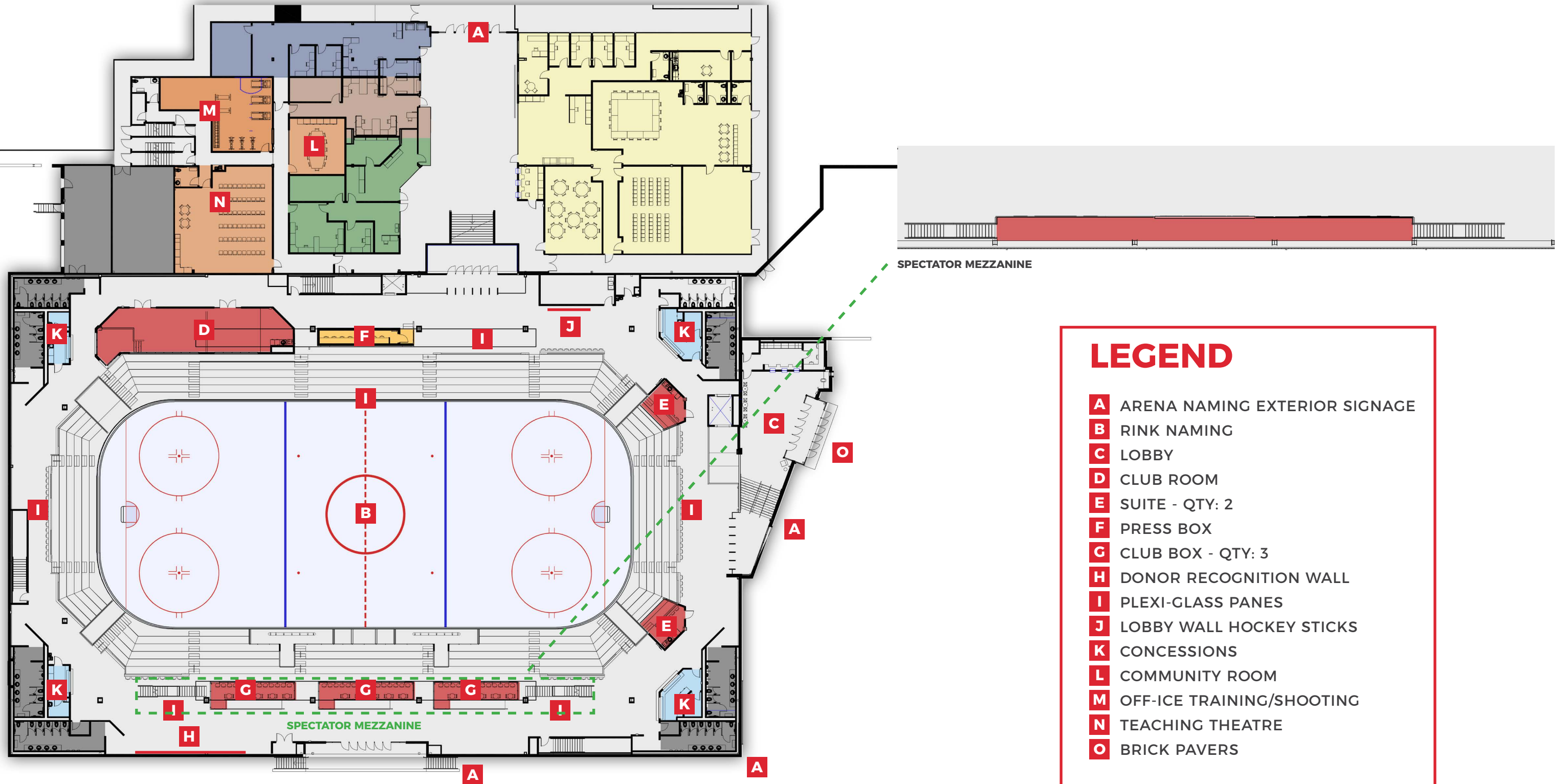
FUNDING PLAN



GIVING LEVEL	NO. OF GIFTS NEEDED	TOTAL	RECOGNITION
\$1,000,000	1	\$1,000,000*	ARENA NAMING
\$500,000	1	\$500,000*	ICE NAMING
\$100,000	3	\$300,000	MEZZANINE DECK/SHOOTING ROOM/LOBBY NAMING
\$100,000	1	\$100,000	ZAMBONI SPONSORSHIP
\$15,000	1	\$15,000	MAIN CONCESSION STAND
\$10,000	1	\$10,000	SECONDARY CONCESSION STAND
\$7,500	2	\$15,000	BEVERAGE CONCESSION STANDS
\$5,000	9	\$45,000	LOCKER ROOM
\$5,000	20	\$100,000	RINK GLASS NAMING
\$5,000	30	\$150,000	DONOR HOCKEY STICKS
\$1,500	100	\$150,000	FRONT ENTRY PATIO BRICKS
TOTAL	169	\$2,400,000	

*MINIMUM DOLLAR AMOUNT. HIGHEST AND BEST OFFER WILL BE ACCEPTED

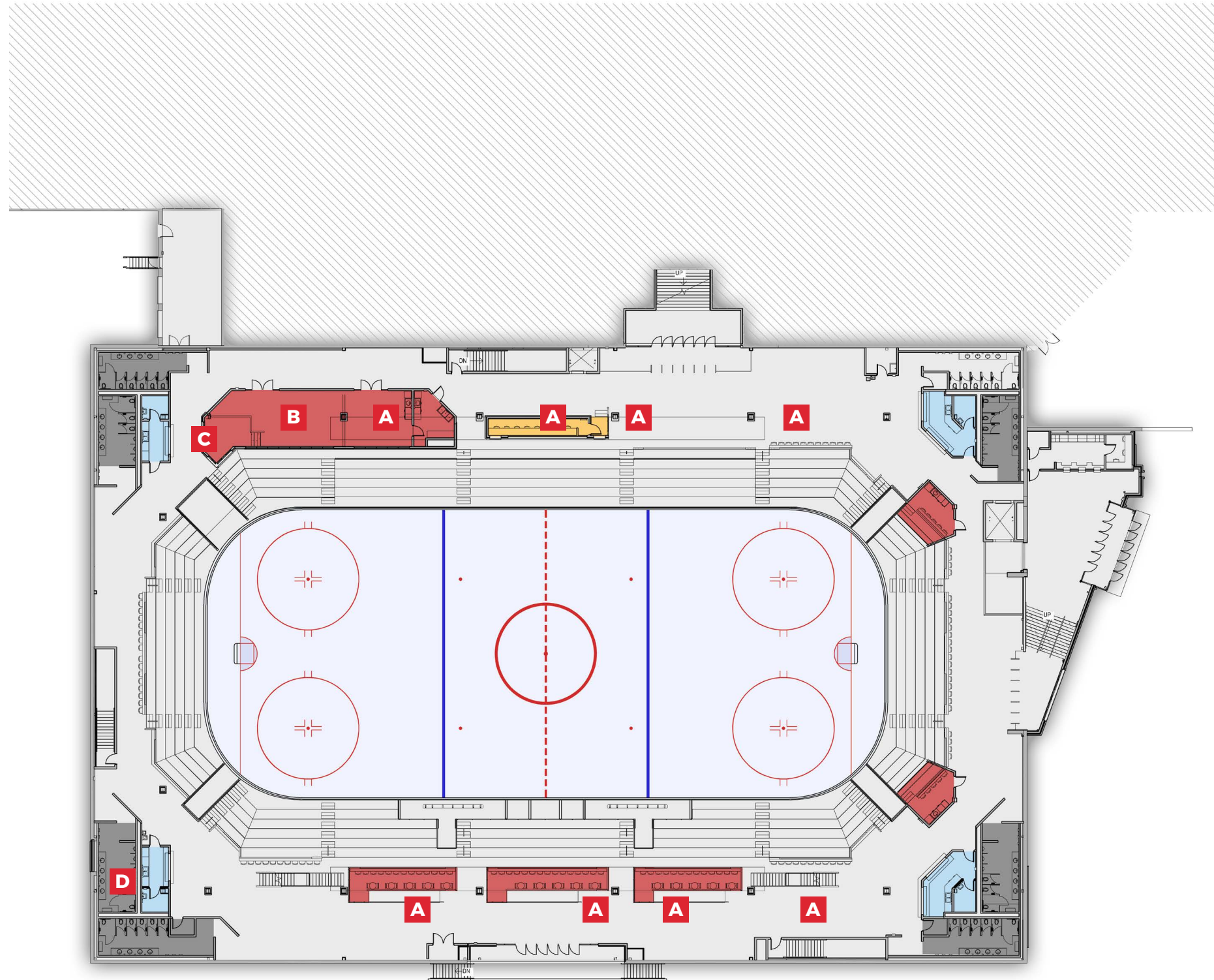
SPONSORSHIP OPPORTUNITIES



LEGEND

- A** ARENA NAMING EXTERIOR SIGNAGE
- B** RINK NAMING
- C** LOBBY
- D** CLUB ROOM
- E** SUITE - QTY: 2
- F** PRESS BOX
- G** CLUB BOX - QTY: 3
- H** DONOR RECOGNITION WALL
- I** PLEXI-GLASS PANES
- J** LOBBY WALL HOCKEY STICKS
- K** CONCESSIONS
- L** COMMUNITY ROOM
- M** OFF-ICE TRAINING/SHOOTING
- N** TEACHING THEATRE
- O** BRICK PAVERS

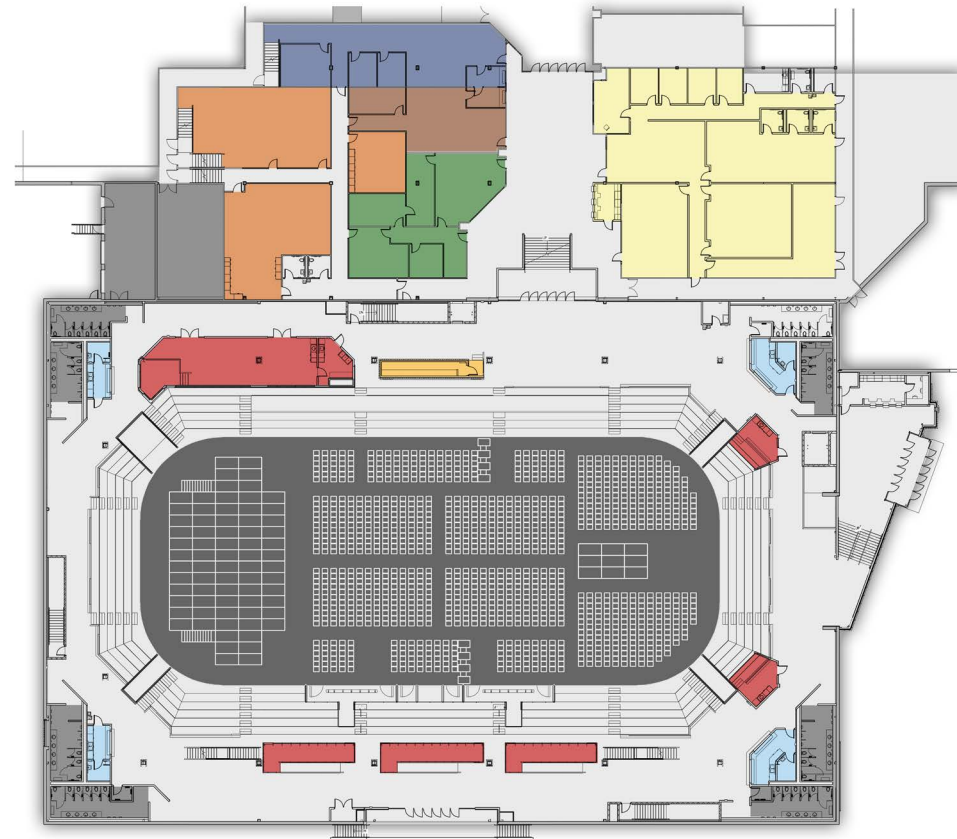
SPONSORSHIP OPPORTUNITIES



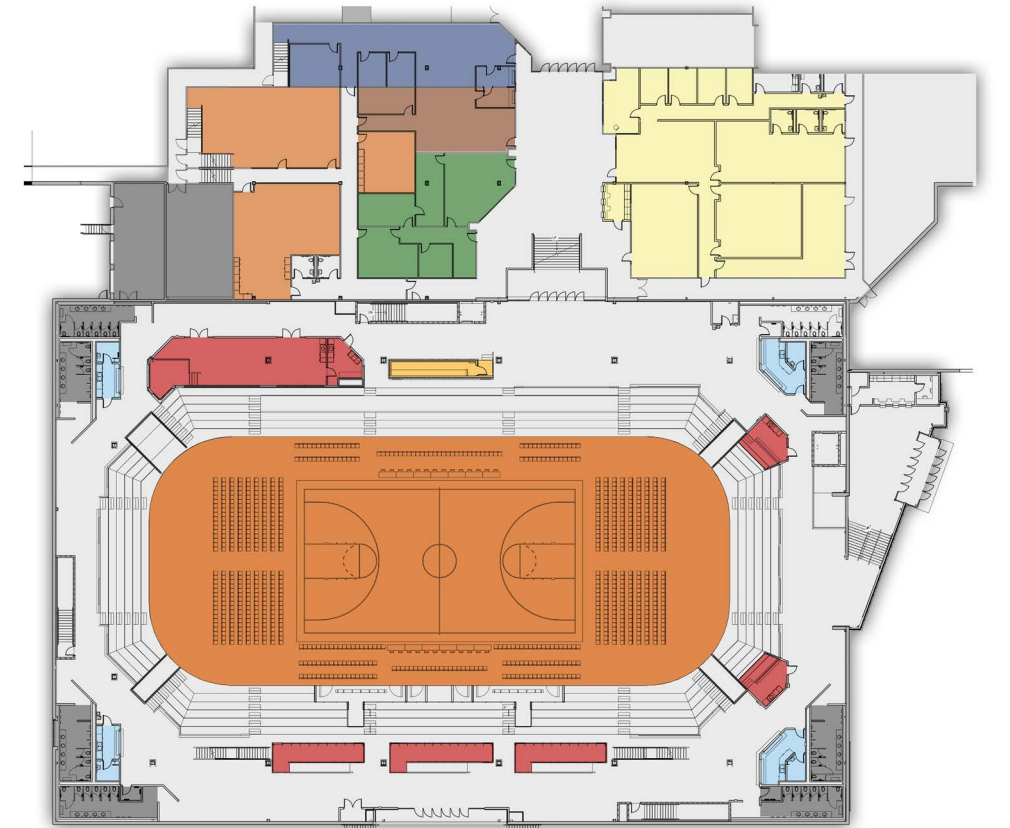
LEGEND

- A** LOCKER ROOM - QTY 8
- B** OFFICIALS LOCKER ROOM
- C** ZAMBONI
- D** WARM-UP AREA

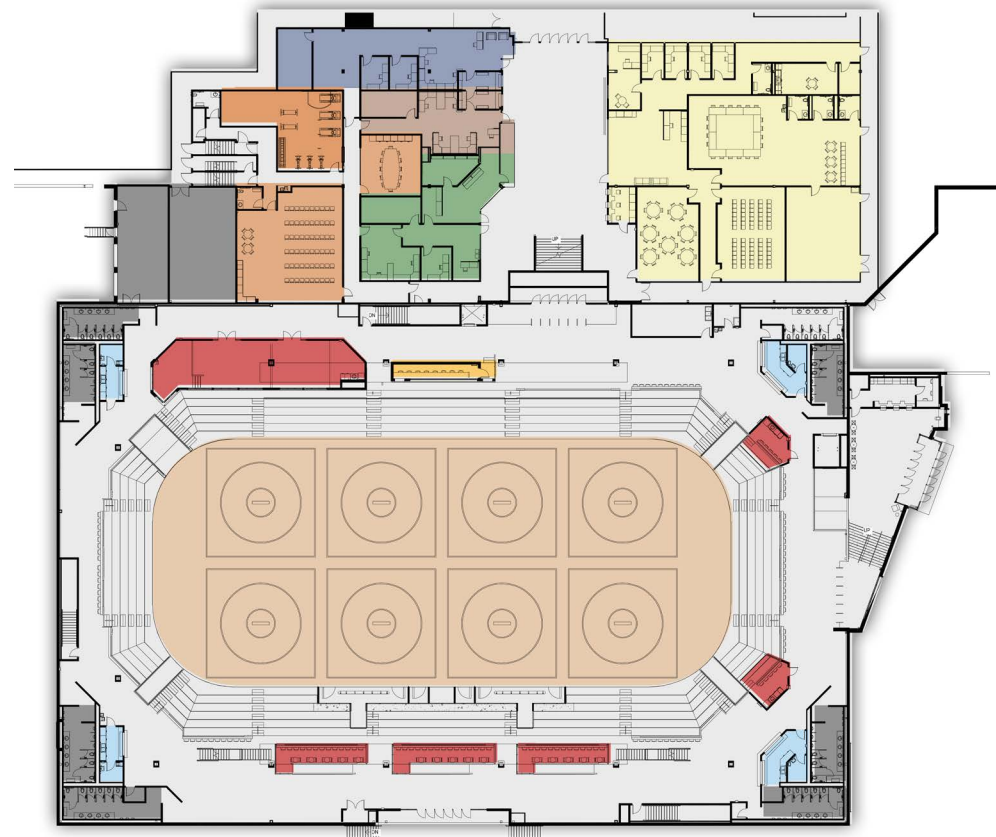
OTHER ARENA USAGE



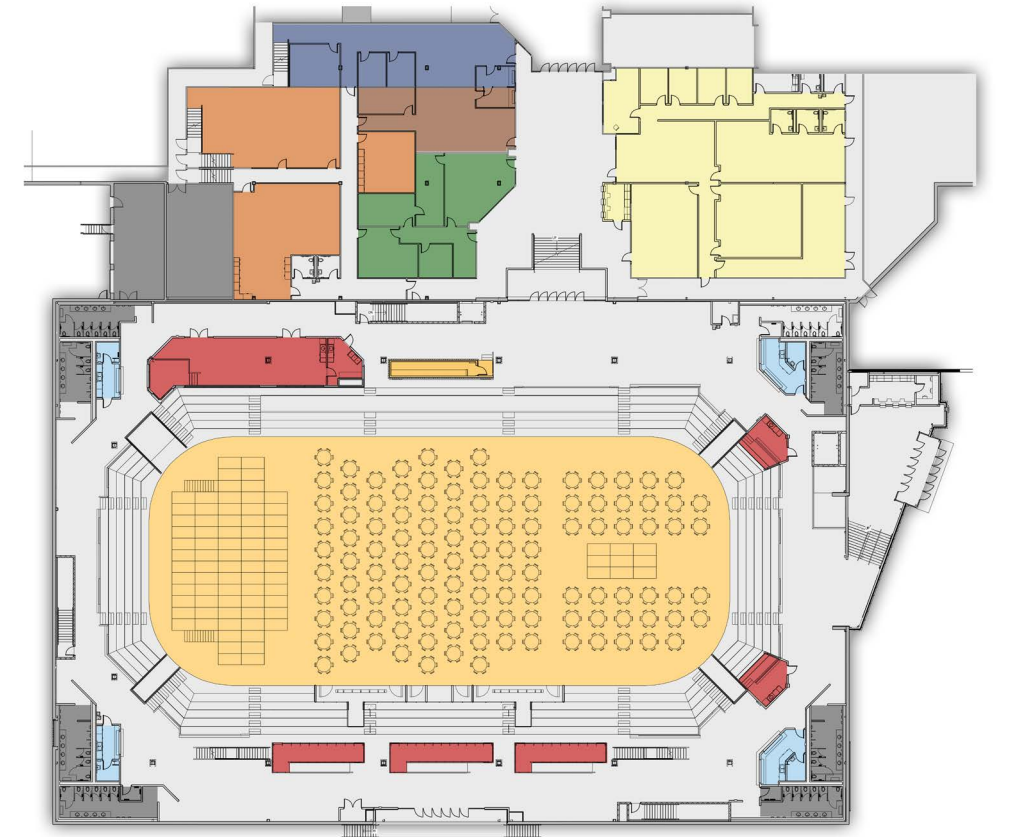
CONCERT



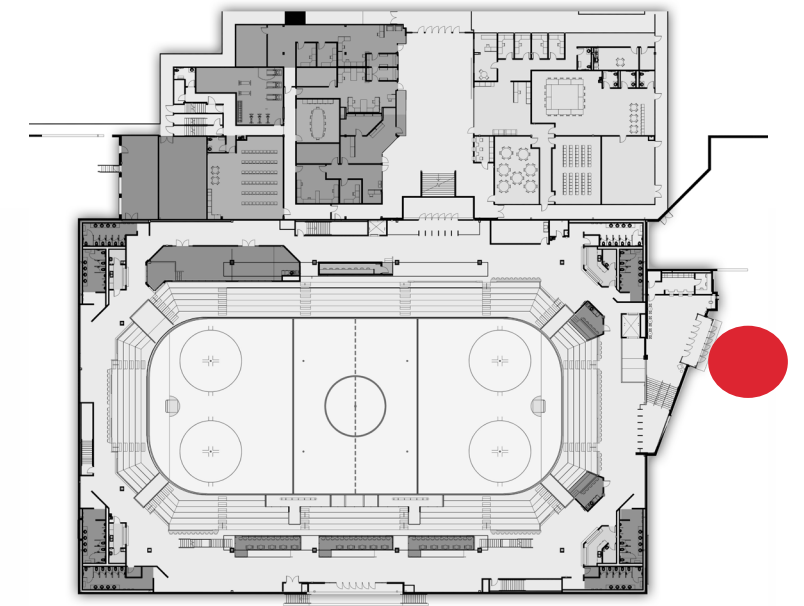
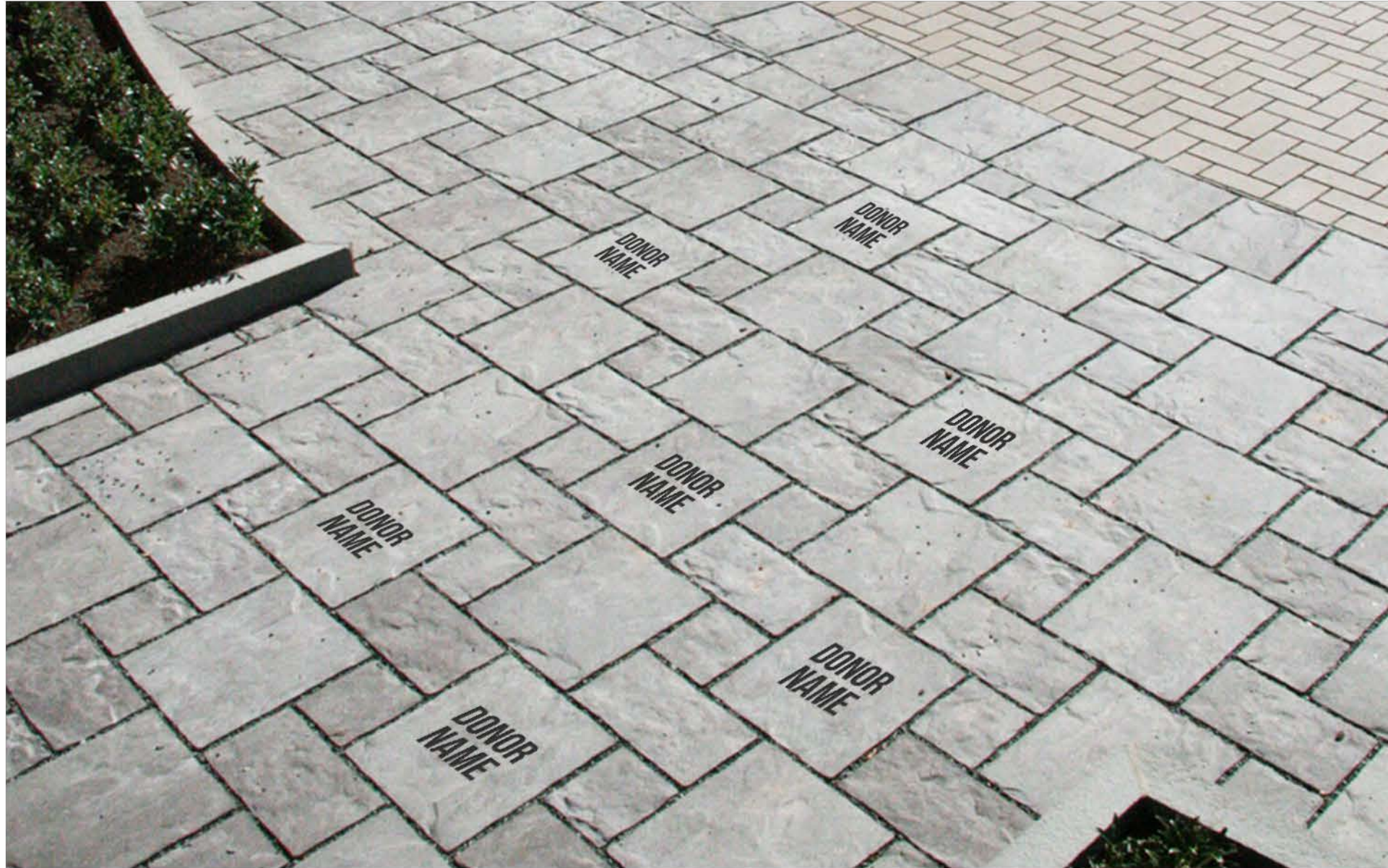
BASKETBALL/VOLLEYBALL

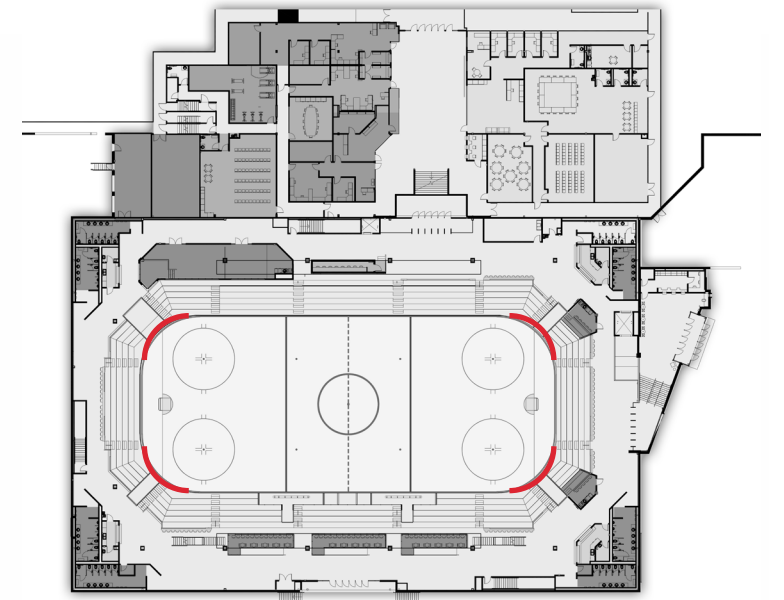


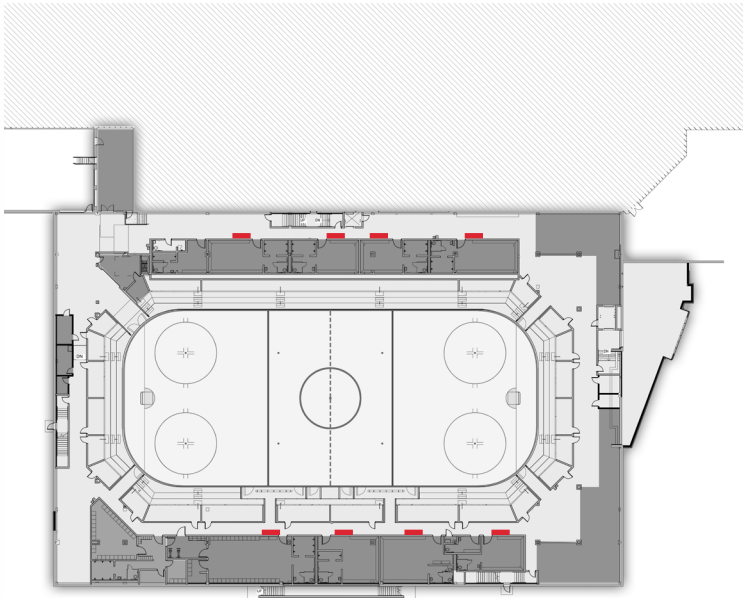
WRESTLING

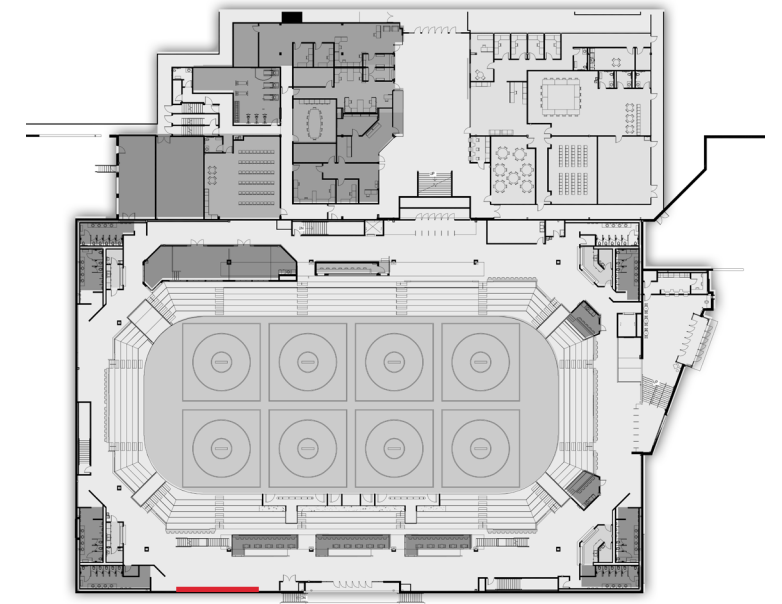
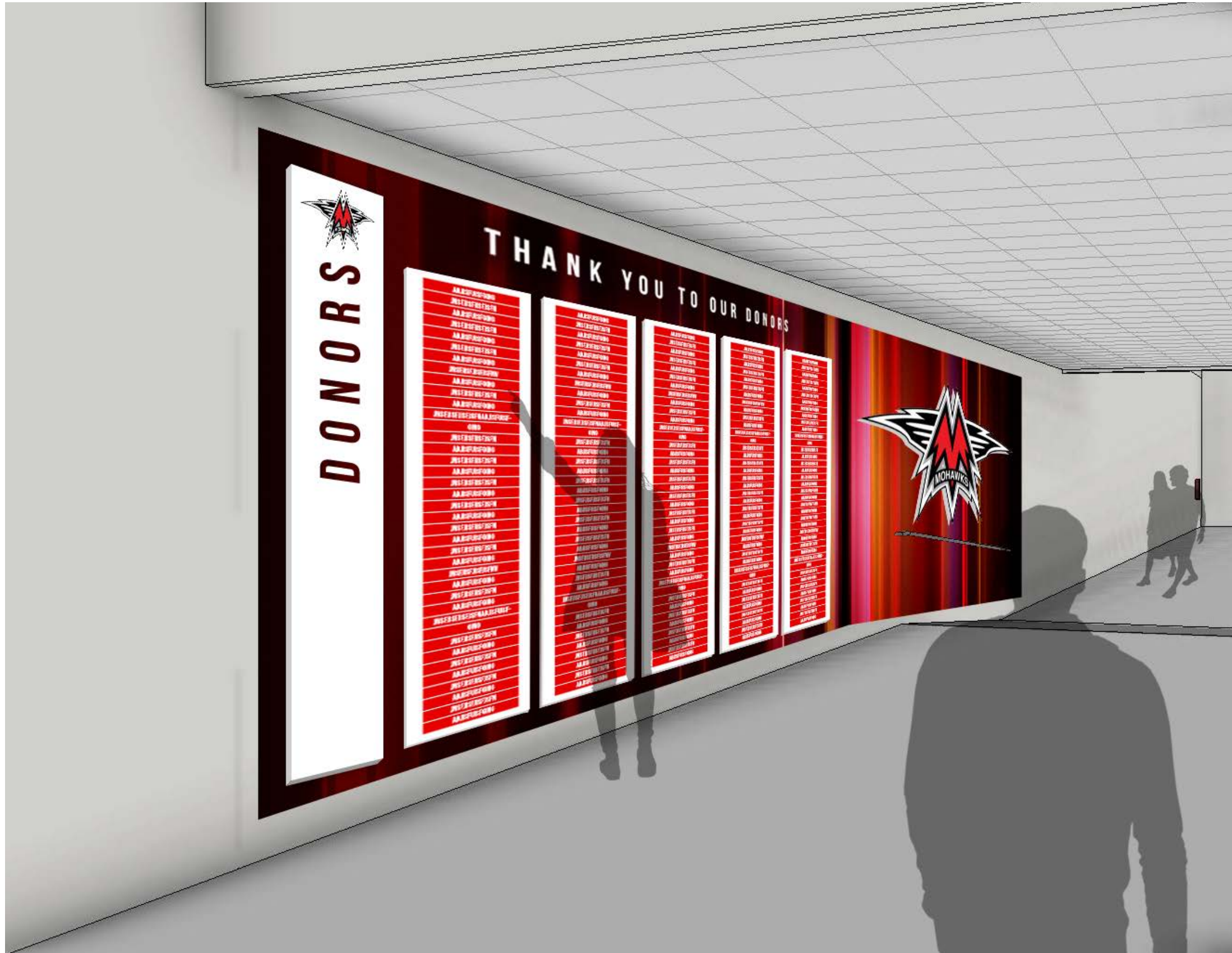


BANQUET



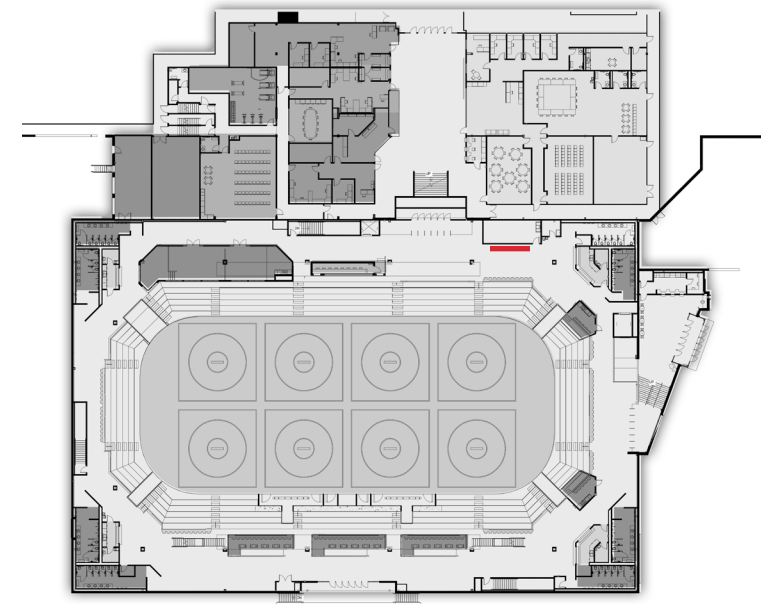


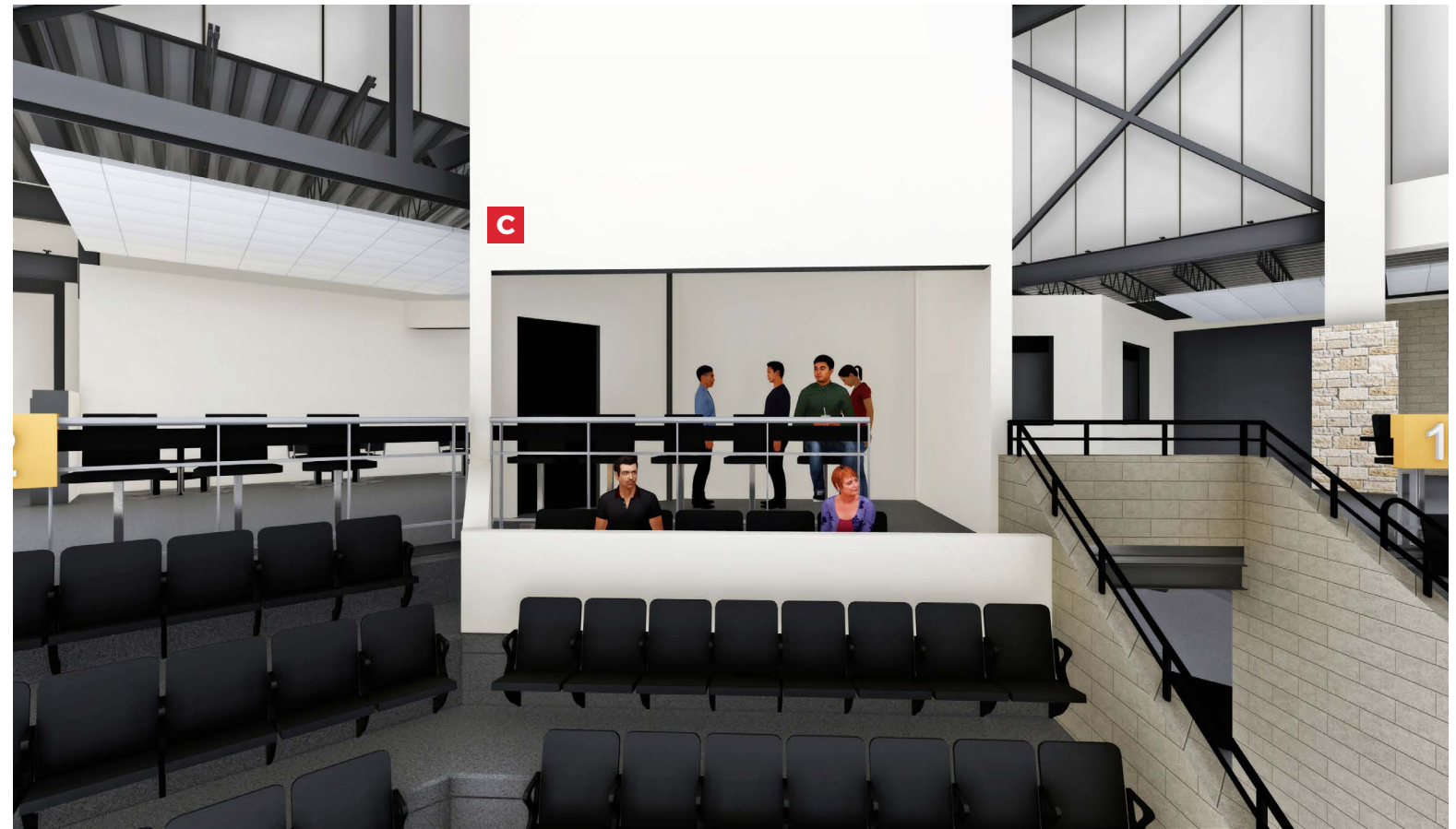






ENLARGED DONOR HOCKEY STICK





LEGEND

- A** CLUB ROOM
- B** CLUB BOX
- C** SUITE



LEGEND

- A** ARENA NAMING
- B** ARENA SIGNAGE



LEGEND

- A** ARENA NAMING
- B** ARENA SIGNAGE







