

# 3rd Annual Equity on Ice Celebration

Sunday, November 17, 2019  
5:00 p.m. to 7:00 p.m.  
TRIA Rink

**Open Skate with the Minnesota Whitecaps\***

**Autographs from Northstars Alumni.\*\***

**Selfies with Nordy.\*\*\***



Save the Date  
and follow us on  
Twitter for updates.

We're excited to announce the 3rd Annual **Equity on Ice** Celebration. Since its inception, this event has raised more than \$70,000 to support the build-out of the Securian Financial **Equity on Ice** Education Center, which opened this summer, and to provide ice time grants to our nonprofit partners.

The goal of **Equity on Ice** is to bring together like-minded nonprofit organizations that use the ice as a way to connect with the community, whether through athletics or the arts. Four nonprofits, including Brownbody, DinoMights, Friends of Saint Paul Hockey, and the Saint Paul Police Activities League are actively engaged with our program.

The Securian Financial **Equity on Ice** Education Center is the hub that brings them all together. Above all, it gives each organization the space they need to grow in Saint Paul. This includes a dedicated office for each organization, on-site storage, and access to a large multi-purpose room for tutoring, mentoring, board meetings, and more. It also offers easy access to TRIA Rink, which is only three floors above.

## 2020 Funding Priorities:

- Grants for ice time at TRIA Rink (managed by the Minnesota Wild)
- Grants for parking at Treasure Island Center
- Operating expenses at the Securian Financial **Equity on Ice** Center (space is rent-free and our goal is keep maintenance and utility costs to a minimum)

*\*Actual players have yet to be announced. \*\*Players will be available for approximately one hour. \*\*\*Nordy will be available for approximately 45 minutes.*

**@EquityOnIce**



# Equity on Ice Sponsorship Pledge Card

SPONSORSHIP LEVEL	INVESTMENT	LOGO	EVENT TIX	PARKING TIX	MENTIONS @ EVENT	PRE and POST SOCIAL MEDIA SHOUT OUTS	ADDED BENEFITS
<b>Naming Rights Sponsor</b>  LIMITED TO ONE	\$7,500	Yes, logo on invites, posters and other materials.	50	25	5	10	Naming rights for the event. Prominent logo placement on all marketing materials. Group photo with either the Minnesota Wild or Minnesota Whitecaps players.
<b>Bantam Sponsor</b>	\$2,500	Yes, logo on invites, posters and other materials.	20	10	3	6	
<b>PeeWee Sponsor</b>	\$1,000	No logo but name will be listed on invites and posters.	8	4	2	2	

A \$500 sponsorship is also available. It includes name recognition on marketing materials, two tickets, and one parking pass.

## Equity on Ice Commitment Form

Sponsorship Level Selected _____		Payment Preference (Check or Credit Card) _____	
Organization _____		Primary Contact _____	
Address _____		City/State/Zip _____	
Phone _____		Email _____	

**EMAIL TO [AMK@SPPA.COM](mailto:AMK@SPPA.COM)**

