

# The Pettit National Ice Center



*Gold Medal Excellence,  
Community Well-Being*







# The Pettit Center

The Pettit National Ice Center is one of four indoor Olympic speed skating ovals in North America and the second oldest. Dedicated on December 31, 1992 as an Official U.S. Olympic Training Site, the Center is the successor to the outdoor Wisconsin Olympic Oval which was opened in 1966. A generous donation from Mrs. Jane Bradley Pettit was instrumental in the fundraising to allow the Center to be planned and constructed.



Icebreaker Indoor Marathon

With 155,000 square feet under roof in a precisely controlled climate, the Pettit Center has been host to training and competitions for international skaters as well as a wide variety of special events. Two international-sized hockey rinks are surrounded by the 400 meter speed skating oval for a total of 97,000 square feet of ice surface. The Pettit Center is an impressive facility, yet it endeavors to perpetuate a standard of “Olympic Excellence, Community Well-Being” in its commitment and service to Milwaukee and nearly half-million visitors and participants annually.



2010 Brew City Bags Bash



# Gold Medal Excellence



2010 Olympic Athletes from the Pettit Center

**Of the 85 medals won by U.S. speed skaters, 70 have been won by skaters who trained or competed at the Pettit Center. These include icons Bonnie Blair Cruikshank, Dan Jansen, and Eric Heiden, and medal winners in the 2010 Olympic Winter Games in Vancouver, Shani Davis, Brian Hansen, Jonathan Kuck, and Trevor Marsicano. Every Long Track Speed Skater who competed in the 1994, 1998, 2002, 2006 and 2010 Winter Olympic Games at one time in their careers either trained or competed here at the Pettit Center.**

**The Pettit Center is not only a premiere site for the training of high level speedskaters, but it offers support and opportunities to grass root developmental programs and clubs to produce the next generation of Olympians.**



# Gold Medal Excellence

Local, regional, and national races are held regularly at the Pettit Center for novice, juvenile, junior, and senior skaters. Several members of the 2010 Olympic long and short track teams have their roots in youth programs at the Pettit Center. Similar programs and clubs support figure skaters and hockey players and include a range of competitions and tournaments held at the Center.



Pettit Center Olympians Dinner 2010

As an Official U.S. Olympic Training Site, the Pettit Center emphasizes high quality ice and provides training time at no charge to athletes designated with Olympic potential. The Pettit Center is proud to display the Olympic rings on the exterior of its highly visible and recognized building and is steward to its legacy and future in U.S. Olympic Speedskating.



# Community Well-Being

Not well-understood beyond its Olympic profile, the Pettit National Ice Center is truly an extraordinary source of well-being for the Milwaukee community. In addition to the community's pride in an internationally acclaimed speed skating facility, the Center is uniquely positioned to foster the health and wellness of participants in its recreational and competitive programs. Diverse skating-related activities are offered to meet the full spectrum of goals, interests, and capabilities of individuals from small child through senior and novice to expert.



- **Public Skating**
  - Over 80,000 Skaters Annually, 700 Sessions
- **Indoor Run/Walk Track**
  - .433 mile Indoor Track home to Badgerland Striders, among other organizations/HS/Colleges
- **Skating School**
  - One of the nation's largest learn-to-skate programs
  - More than 2,400 Children and Adults in 2010-11





# Community Well-Being



- **Figure Skating**
  - Various skaters from around the region including Wisconsin Figure Skating Club and Edge Synchro Team
- **“Kids on Ice” School Field Trips**
  - Attracts 10,000 students annually
- **“Schools on Ice”**
  - Grant supported, six lesson program to teach elementary students to skate
- **Boy Scouts and Girl Scouts Events**
  - Attracts 10,000 people per year for events

- **Youth Hockey League**
  - 8 Organizations including the Pettit’s own program use the facility, totaling over 3,000 total players
- **Adult Hockey League**
  - Winter and Spring League- 1500+ Players; 70 Teams, 900 Games
- **Special Needs/Wheelchair Hockey Programs**





# Who is at the Pettit Center?



- Approaching 500,000 visitors annually
- Diversity of users in age, activities, and goals (Olympic, competitive, recreational, good health)
- According to recent survey data of our users...
  - 66% are aged 25-49
  - 65% have one or more children
  - 64% hold college degrees
  - 28% completed graduate school



# Who is at the Pettit Center?

## Teams/Organizations

- Autism Speaks
- Independence First
- Milwaukee Jr. Admirals
- Milwaukee Metro Women's League
- Pettit Adult Hockey League
- Pettit Patriots Youth Hockey Teams
- Susan G. Komen Foundation/Race For the Cure
- US Speedskating
- UWM Club Hockey
- West Allis Speed Skating Club
- WILD United Hockey Team
- Wisconsin Figure Skating Club

## East/West Rink Usage

- Ice Hockey
  - 1,175+ hockey practices
  - 1,410+ hockey games
- Figure Skating
  - 2,185 hours of practice time
- Various other camps and clinics are held throughout the year
- Rinks are also used for Schools on Ice, Kids on Ice, field trips, Skating School and public skating sessions





# Sponsorship Opportunities





# Signage

## Oval Pad Signage

- Variety of Size Opportunities
  - Minimum size of 8'W x 3'H
- Visible to all visitors, public skaters on the Oval and during all Oval competitions
- Strategically placed for maximum exposure both in-person viewers and through video/photos

## Dasher Board Signage

- Opportunity to be on the East and/or West Rink
- Each Dasher Board is: 8'10"W x 2'8"H
- Exposure to all visitors, public skaters, hockey practices/games, figure skating practice/competitions



Oval Pad Signage



Dasher Board Signage



Oval Pad Signage



# In-Ice Signage

## Hockey Rink Signage

- Two year term
- Variety of locations and sizes

## Oval Sign

- One year term or more
- Variety of locations and sizes
- Special opportunity to brand the Oval “warm up” lane





# Zamboni Sponsorship

- One of the most recognizable icons in sports
- Mounted Signage (Size TBD) or Wrapped Decal
- Exposure on East Rink, West Rink and Oval
- Promotional opportunities with passenger seat





# Exterior Signage

- Visible to more than 36 million cars each year on Interstate 94
- Signage dimensions 6'H x 20'W
- Backlit to provide maximum exposure at night
- Two year term minimum





# Scoreboard Sponsorship



Proposed NEW Scoreboard

## Oval Scoreboard

- Focal point for speed skating, public skating and run/walk track events at Pettit Center
- Contains information, stats and results from competitions
- Panels below the scoreboard provide year round exposure to all who enter the facility

## Hockey Scoreboard

- Focal point for all hockey games and practices
- Contains time, score, period, penalty minutes
- Panels below each scoreboard: 3'H x 16' L
- Proposed new scoreboard pictured, but can sponsor existing





# Medalist Banners Sponsorship



- Exclusive presenting sponsor
- Hanging banners of Wisconsin speedskating medalists (currently 11)
- Medalists include: Bonnie Blair, Dan Jansen, Eric Heiden, Casey FitzRandolph
- Signage visible throughout arena (size TBD)



# Naming Rights Sponsor

## Opportunities:

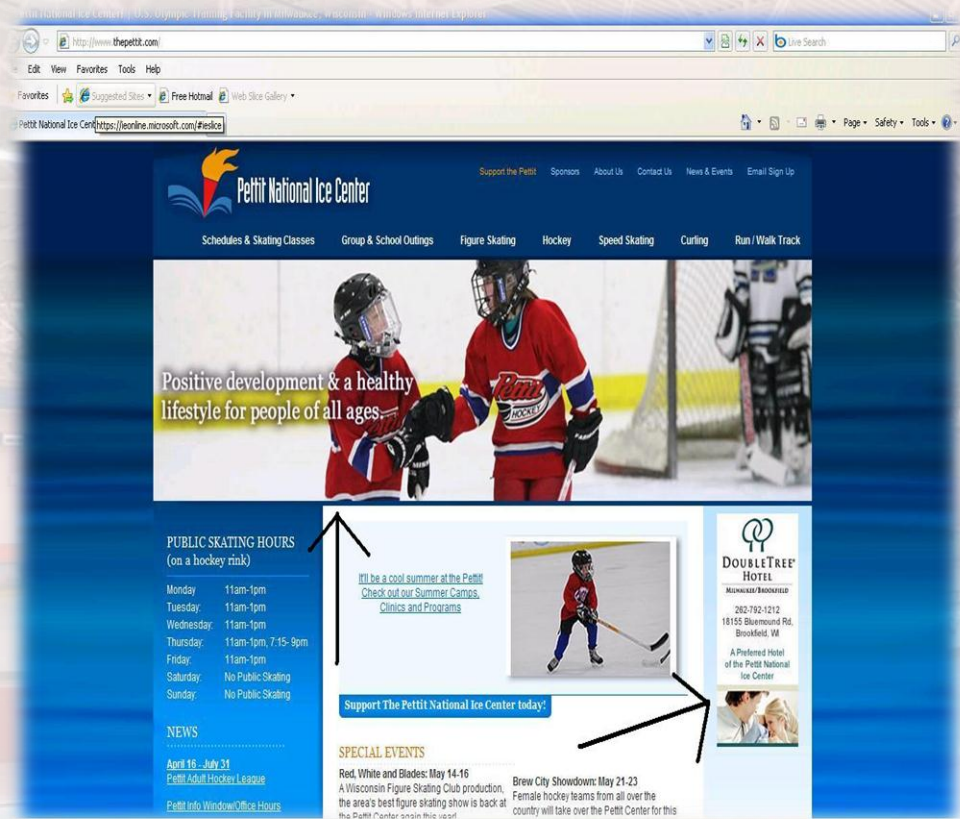
- Pettit Center Facility Presenting Sponsor
- Public Skating
- Skating School
- Adult Hockey League (Winter or Spring)
- Pettit Lobby
- Hall of Fame Room
- Youth Hockey Program



- “Presented by” designation available for each
- Reach targeted markets
- Customized strategies for identification, promotion, activation and measurement
- Prominence in marketing plan, which may include website, print, radio, TV, billboard and social media



# Website/E-Newsletter Advertisement



- Web Banners on [www.thepettit.com](http://www.thepettit.com)
  - Top Banner (971px x 240px)
  - Side Banner (Starting at: 380px x 190px)
- 175,000 visits, 8.9 million page hits each year
- E-Newsletter
  - Sent monthly to 8,000 e-mail addresses

Pettit National Ice Center Monthly Newsletter

## Play Bags at The Pettit April 15-17

The Pettit Center is pleased to host the 2nd Annual Brew City Bags Bash April 15th-17th, 2011. Whether you know it as Bags, Baggo or Cornhole, this will be your chance to play, watch, and have fun at the World's Largest Indoor Cornhole Tournament with a chance to win cash and some great prizes.

Register now at [thepettit.com](http://thepettit.com) to play in the Recreational Doubles, Competitive Doubles and/or Pro Singles Tournaments. Each day has something different so you can play in more than one! While you are here, try your skill in the Game Zone. Make plans, bring some friends and be a part of Bags history while you play watch and have a great time at this year's Brew City Bags Bash.

[MORE INFO](#)

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### It's Ice Show Time Again

Make plans to attend Wisconsin Figure Skating Club's 30th Annual Red, White and Blades Ice Show, May 6 through May 8.

The annual ice show, sanctioned by the U.S. Figure Skating Association (USFSA), attracts the area's best amateur skaters, including freestyle, ice dancing, pairs and synchronized team skaters. Featured skaters include regional and national level competitors who are a joy and inspiration for skaters and fans of all ages.

Show dates and times:  
 Friday, May 6 - 7:00 p.m.  
 Saturday, May 7 - 2:00 p.m. AND 7:00 p.m.  
 Sunday, May 8 - 2:00 p.m.

Tickets are \$10 at the door.

Purchase your tickets in advance and save \$2 each ticket. Go to [WisconsinFSC.org](http://WisconsinFSC.org) and follow the link to our "online store". Ticket purchases can be used for any show and are at Will Call on show day. All ticket sales are final.

Remember to dress warm. The show is about two hours in length.

Wisconsin Figure Skaters hope to see you there!

### Upcoming Special Events

- April 12 & April 14: Skating School Season Begins
- April 15-17: Brew City Bags Bash
- April 25-29: Spring Break Camps
- April 29: Pettit Adult Hockey League (PAHL) Spring/Summer Season Begins
- May 6-8: Red, White and Blades
- May 13-15: Brew City Showdown
- June 13: Summer Figure Skating Program Begins
- June 13: Summer Camps Begin

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### Buy Summerfest Tickets AND Help The Pettit

This year Summerfest is partnering with the non-profit Pettit Center to assist with fundraising. Through this program you, family, friends, co-workers, contacts or anyone who wants to go to Summerfest can purchase and print Summerfest tickets online and help raise money for one of our favorite non-profit organizations, THE PETTIT CENTER!

For every \$15 General Admission ticket you purchase through our [Special Pettit onlink](#), Summerfest will donate \$5 to the Pettit Center. For every \$8 weekday ticket purchased on this website, Summerfest will donate \$2 to the Pettit Center.

How great is that?! Have fun at Summerfest AND help the Pettit Center at the same time! Purchase tickets by April 24th to win two (2) VIP Toby Keith Summerfest tickets.

[Click here to order tickets to Summerfest for more information.](#)

### Fast Fact

Brewer underwrote speed skaters over the spring and summer? They did! Many speed skaters use cycling as their summer training option instead of skating. Speed skating gold medalist Chris Witty even raced at the 2000 Summer Olympic Games in cycling where she became the ninth American ever to compete in both the Summer and Winter Olympic Games.

### Quick Links

- [Schedules & Skating Classes](#)
- [Group & School Outings](#)
- [Figure Skating](#)
- [Hockey](#)
- [Speed Skating](#)
- [Curling](#)
- [Run/Walk Track](#)







# Promotional Opportunities





# In-Event Promotions



- Reach your specific target market by selecting events which fit your needs
- Exposure to all in attendance at the event and in promotion leading up to event
- Opportunities include t-shirts, scoreboard recognition, couponing, onsite tabling, kiosks and more



# Activation Promotions

- Leveraging nearly 500,000 visitors to the Pettit Center each year to drive to your business
- Couponing, drawings/contests, redemption programs
- Program length can be from a day to a year
- Promoted through website, flyers, e-mails, print publications and other advertising





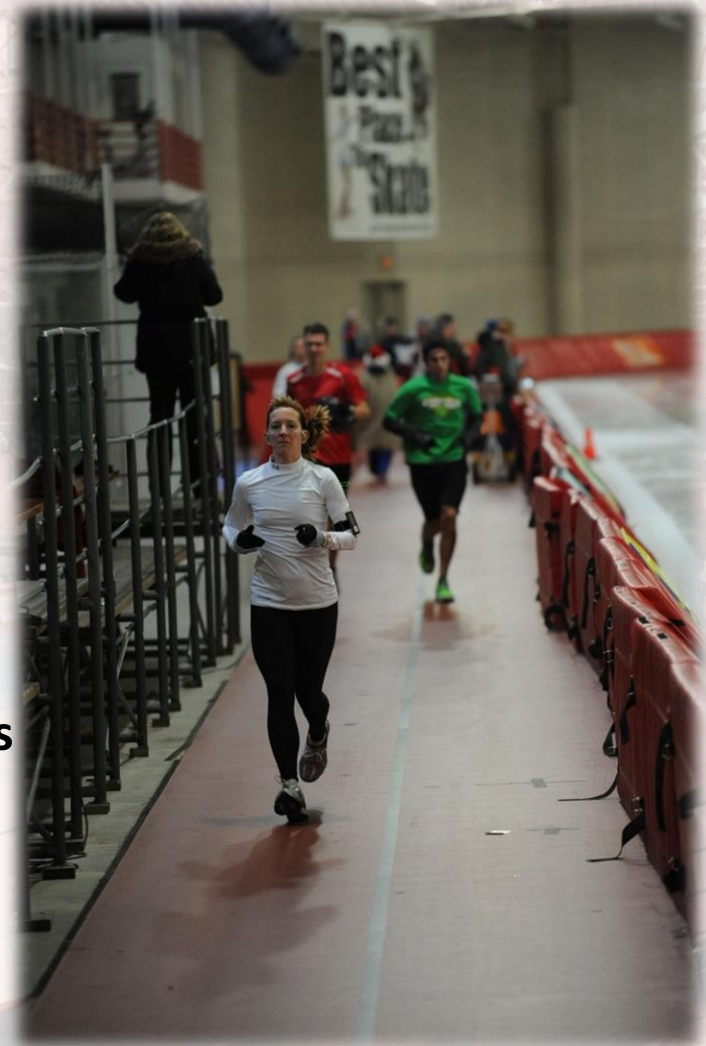


# Hospitality Opportunities





# Tickets and Passes



- For public skating, run/walk track or special events
- Family activity, employees' gathering, team function, clients' reception
- Use Pettit Passes for sales incentives, client entertainment or build into a retail-driving sales promotion



# Arena Rental



- Exclusive use of the Olympic Oval and/or one or both ice rinks
- Hosting and instruction available to meet the interests and needs of your group
- Can be customized include Hall of Fame or party area





# Hall of Fame Room



- 2,500 square feet of meeting space
- Ability to seat 130 in a banquet layout and 150 in a theater style layout.
- Great location and views of Pettit Center
- Ample free parking
- Catering service is available



# “The Pettit Experience”



- Go behind the scenes at a storied Olympic oval
- Get insights from Olympians into the science, techniques and drama of speed skating
- Arrange for Olympians who trained here to speak to your group
- Try curling, broomball, and other activities
- Meet or dine in the Hall of Fame Room, while overlooking the Olympic Oval



