

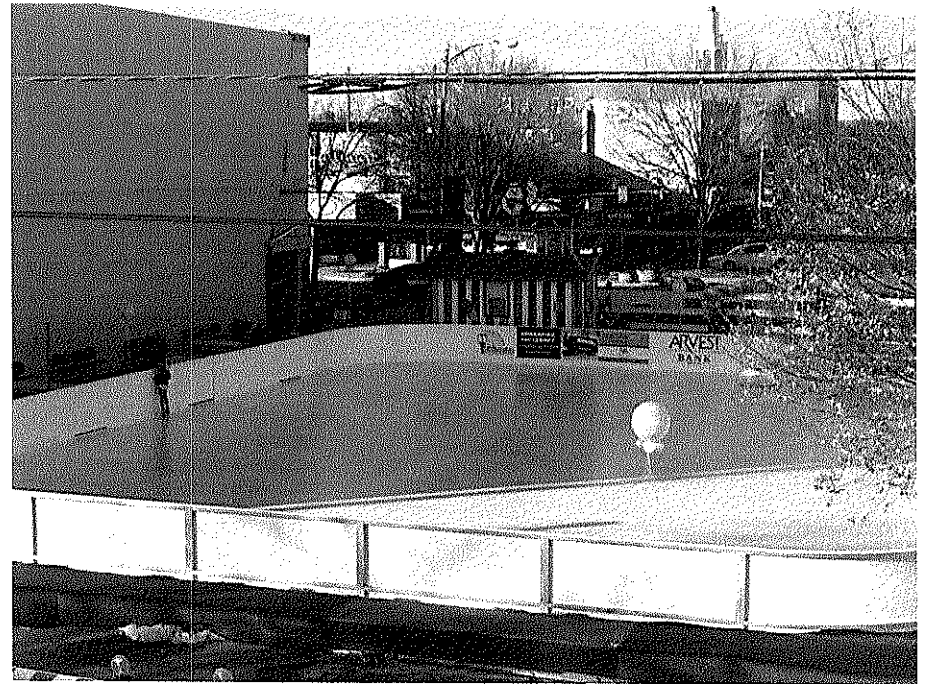
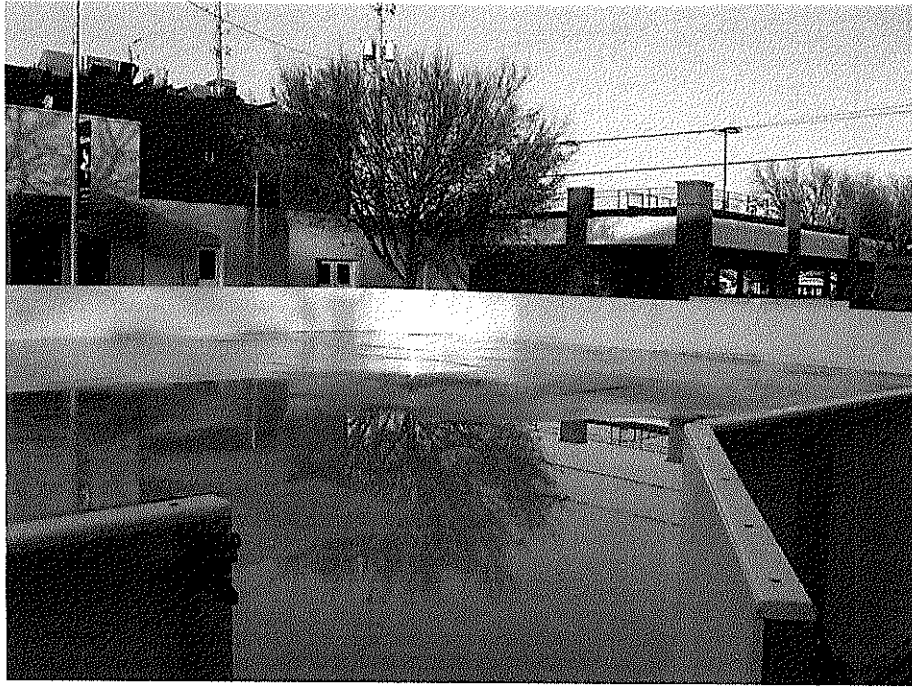
DOWNTOWN LAWRENCE ON ICE

Seasonal Ice Skating Rink

November 19, 2010 – January 9, 2010

- ❖ Ice Rink Events, Inc. offers a turn-key operation including rental of ice making equipment, ice rink dasher boards, elevated surround, ice maintenance equipment, lighting, skates, training and marketing/management expertise for six to eight week period. Can provide rink management, but recommend self-management.
 - Approximate cost - \$80,000 - \$120,000 – can be reduced with three year contract and do-it-yourself “sand box” to create level surface
 - Payable 50% at contract signing, 25% when construction begins, 25% when construction completed
 - Ice Rink Events does Olympics and all major ice events. www.icerinkevents.com
 - Provide 24/7 support for 200 ton chiller that sits on 4' high trailer (7' X 16') and is powered by three-phase electricity
 - 40' X 85' rink holds 178 skaters
- ❖ Stillwater, Oklahoma closed ½ a block on side street adjacent to main downtown thoroughfare from November 27th to January 10th
 - With population of 40,000 people attracted 11,000 paid skaters in first season for income of \$77,000
 - With income from sponsorships, private parties and other special events, they expect to break even
 - Planning to do second year
- ❖ Durant, Oklahoma with population of 12,000 attracted 7,000 paid skaters from 200 mile radius in second year of operation, planning third year
- ❖ Additional expenses
 - Liability Insurance - \$6,000 to \$8,000 from Rice Liability
 - Electricity - \$16,000 - \$18,000 (Would offer title sponsorship to Westar to provide electricity)
 - Sandbox – 2X6 around perimeter measurement \$? Sand \$? (Possible Penny Concrete sponsorship)
- ❖ In best of all possible worlds
 - City contracts with Ice Rink Events – keeps all earned income
 - Parks and Rec manages day to day operation
 - Downtown Lawrence sells sponsorships to pay for and manage marketing and promotion activities
 - Location TBD – recommend 7th or 8th Street East of Mass to alley

Stillwater, OK Downtown Rink 2009

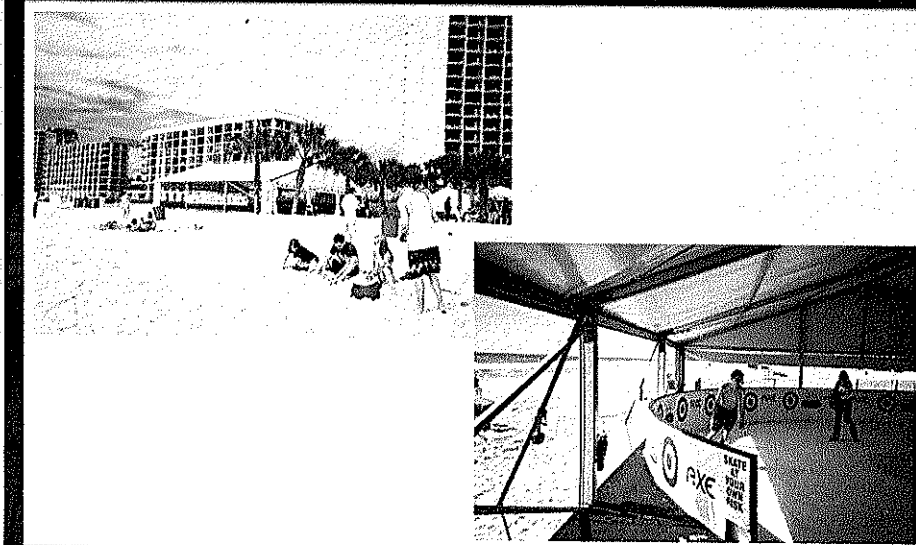




Project Showcase

2004

"Ice On The Beach" as Corporate Promotion; Florida



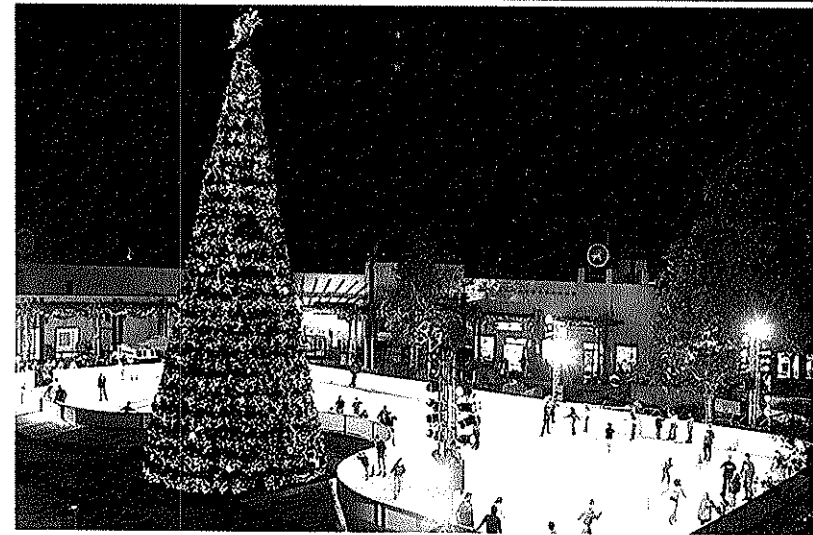
Contact: Mike Clayton (713) 819-1028 icerinkevents@yahoo.com www.IceRinkEvents.com



Project Showcase

2008

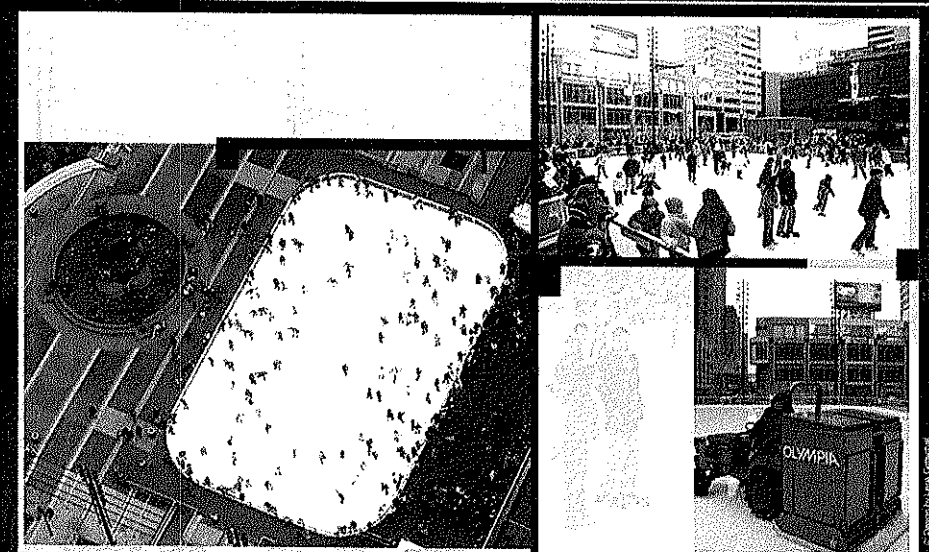
Viejas Holiday Ice Rink; Alpine, CA



Project Showcase

2006

Seasonal Ice Rink; Cincinnati Fountain Square



Contact: Mike Clayton TOLL FREE-USA 1-877-423-3836; INTERNATIONAL 1-936-273-3836; icerinkevents@yahoo.com www.IceRinkEvents.com