

# MOTOR CITY ROCKERS

PROFESSIONAL HOCKEY CLUB

CORPORATE ENTERTAINMENT,  
HOSPITALITY AND PARTNERSHIPS



[WWW.ROCKERSHOCKEY.COM](http://WWW.ROCKERSHOCKEY.COM)

[SCOTT.BRAND@ROCKERSHOCKEY.COM](mailto:SCOTT.BRAND@ROCKERSHOCKEY.COM)



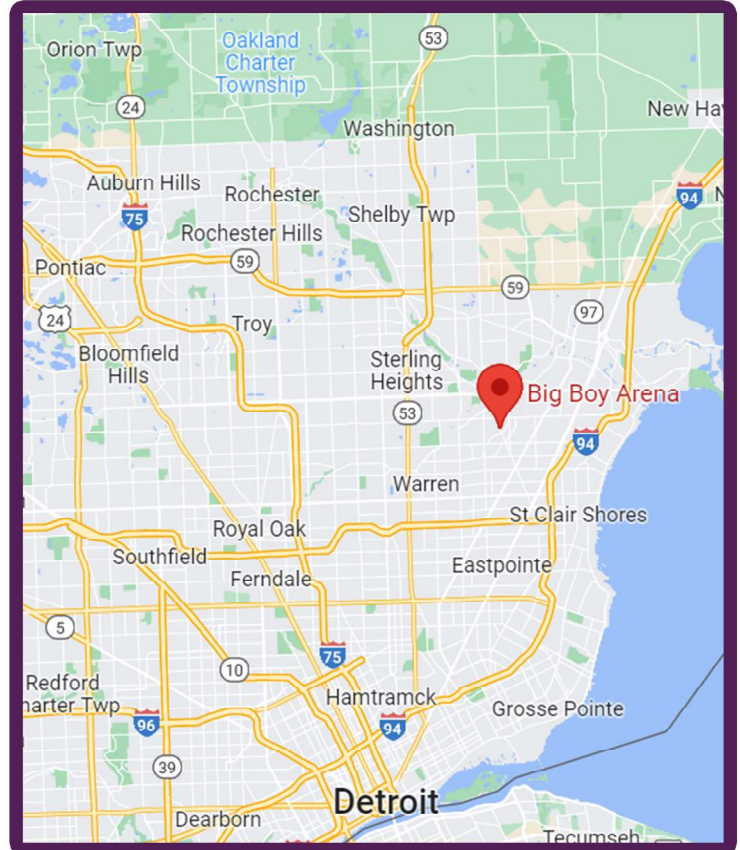
34400 UTICA ROAD, FRASER, MI 48026



## THE PERFECT VENUE FOR PROFESSIONAL HOCKEY & FAMILY FRIENDLY ENTERTAINMENT

America's 2nd largest ice rink complex located in the heart of Metro Detroit

- Location: Fraser, MI
- Year established: 1972
- Size: 200,000 Sq Ft
- Number of playing surfaces: 5
- Seating cap. (main rink): 3,400
- 42,000 cars pass rink daily
- 2,000,000 visitors per year
- Three private suites
- Four party deck areas
- Liquor License
- Full service bar
- Additional concession stations
- B & R Pro Shop



**34400 UTICA ROAD,  
FRASER, MI 48026**





## LEAGUE MISSION:

The Federal Prospects Hockey League (FPHL) is committed to providing quality family entertainment at affordable prices in some of the most exciting new and established hockey markets in North America. We are also dedicated to the growth of professional hockey at the Class A level and creating a developmental ground not only for elite hockey players, but coaches and front office staff as well. We will strive to build dedicated, customer orientated staff; and provide fans, advertisers, sponsors, and partners with great value while operating at acceptable profit targets.

- Established: 2010
- Number of Teams: 11
- States Represented: 8
  - Michigan (2)
  - New York (3)
  - Connecticut
  - Louisiana
  - North Carolina
  - Georgia
  - Mississippi
  - Virginia
- Players Promoted To:
  - AHL
  - ECHL





# PARTNERSHIP OPPORTUNITIES

## ARENA SIGNAGE

Thanks to the partnership we have with Big Boy Arena, we are able to offer a variety of options.

We work with our partners to ensure their needs are being met. We want to learn about your goals and put together a partnership package that not only hits your targets but also fits your budget.

**3,400** MAIN RINK CAPACITY

**42,000** CARS PASS DAILY

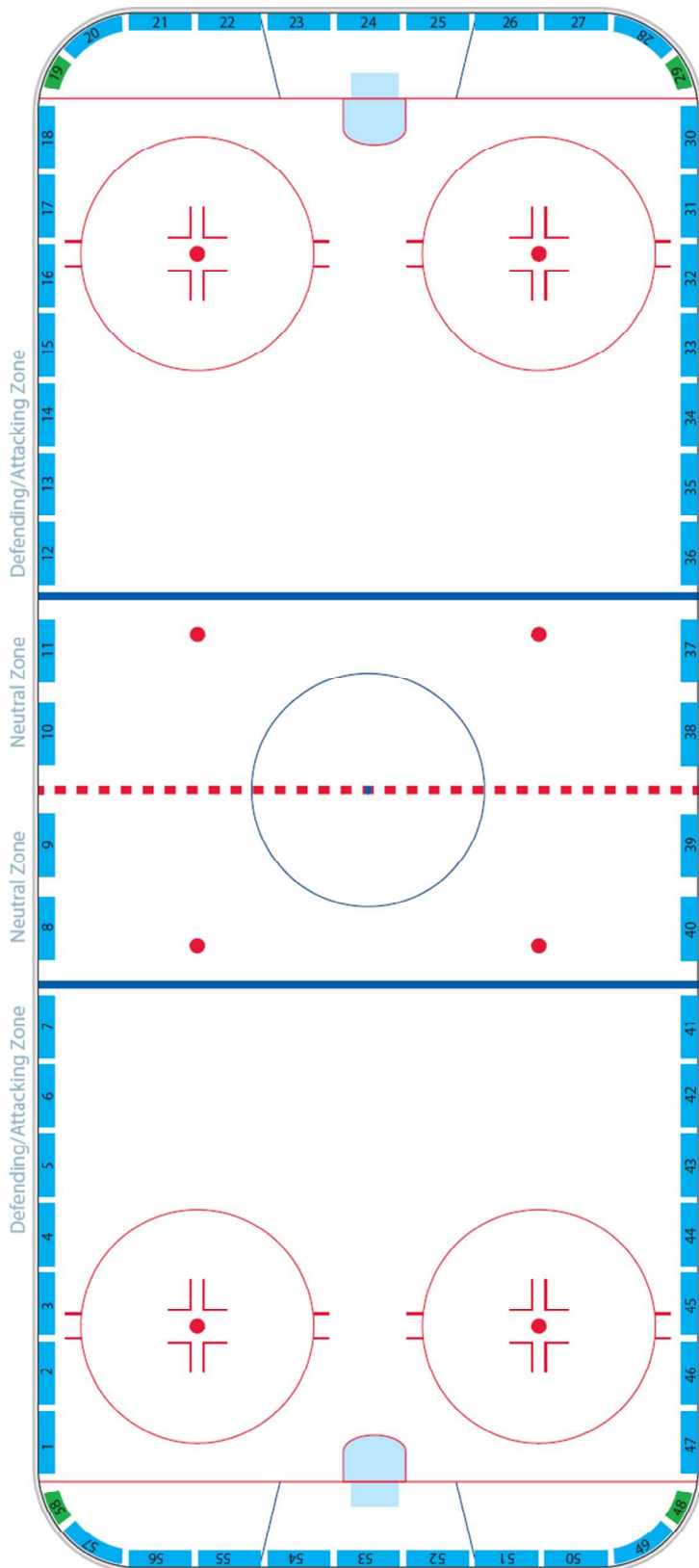
**200,000** SQ FEET

**2,000,000** VISITORS A YEAR



# PARTNERSHIP OPPORTUNITIES

## ARENA SIGNAGE - DASHER BOARDS

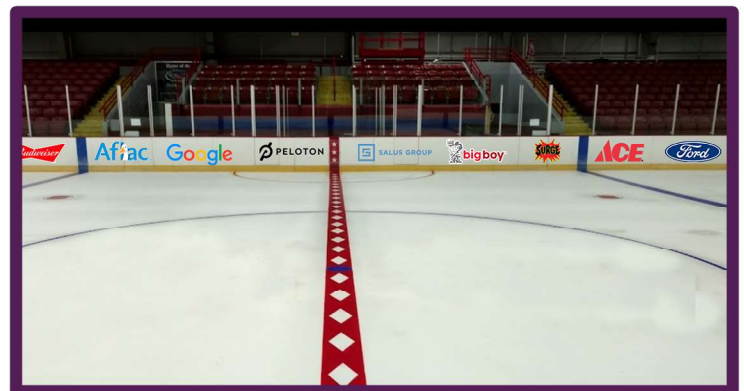


One of the foundational advertisements in hockey is the dasher boards. A tried and true brand awareness opportunity.

These locations are sure to fill in quickly as the season approaches.

To provide a professional look, we require a white background to be used with our partners graphics.

The Rockers will work with you on a design and be responsible for installation.

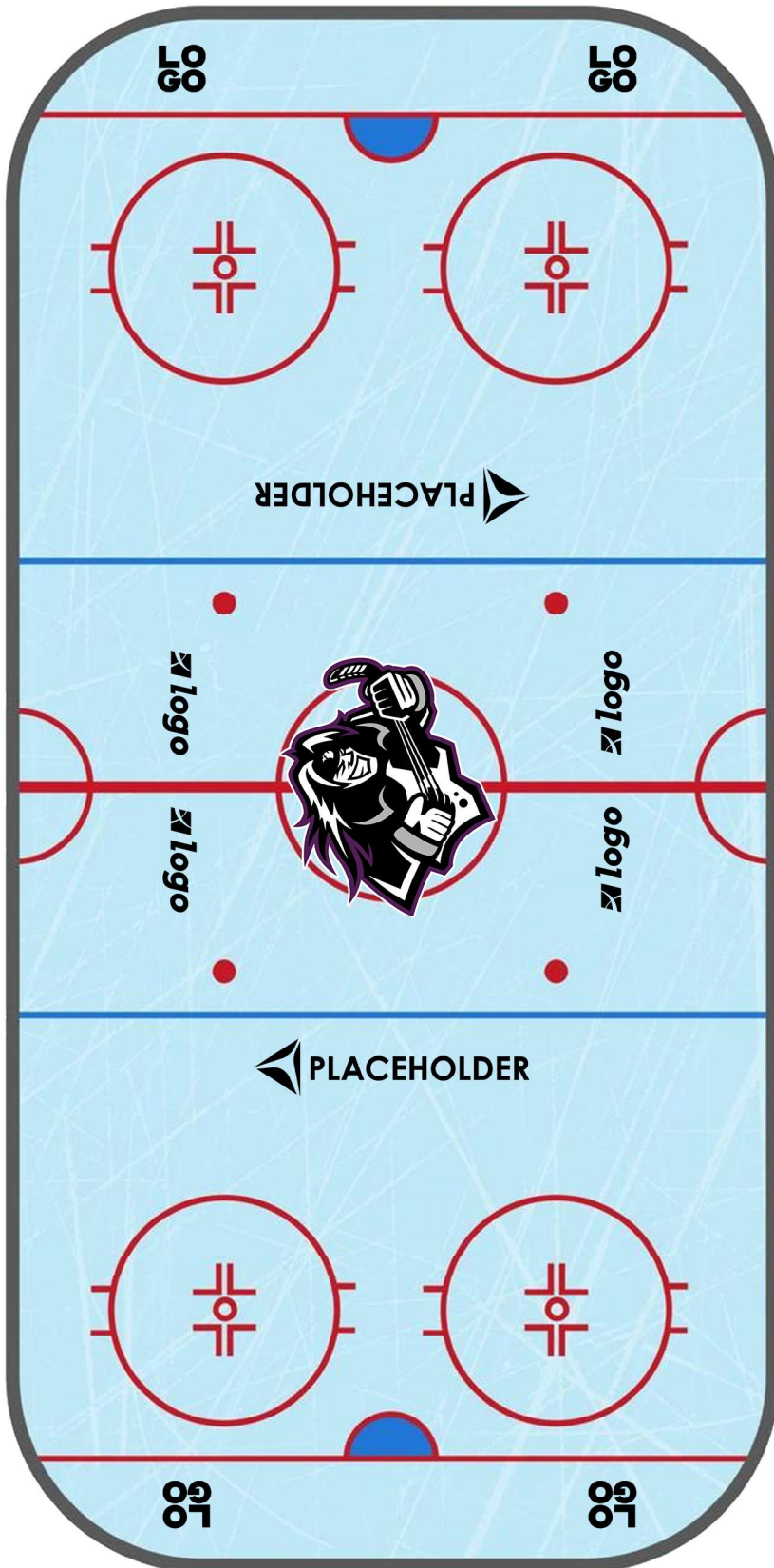


Example size: 30'' x 96''



# PARTNERSHIP OPPORTUNITIES

## ARENA SIGNAGE - ON-ICE ADVERTISEMENTS



Another staple in the world of in-arena hockey advertisements is in-ice brand awareness. In the diagram to the left, we can offer 10 on-ice locations as shown in the diagram to the left.

Don't see a spot you like or have another location in mind? Let us know and we'd be happy to discuss other on-ice options.



Example of former in-ice ads



# PARTNERSHIP OPPORTUNITIES

## ARENA SIGNAGE - OTHER OPTIONS

### Stadium Steps



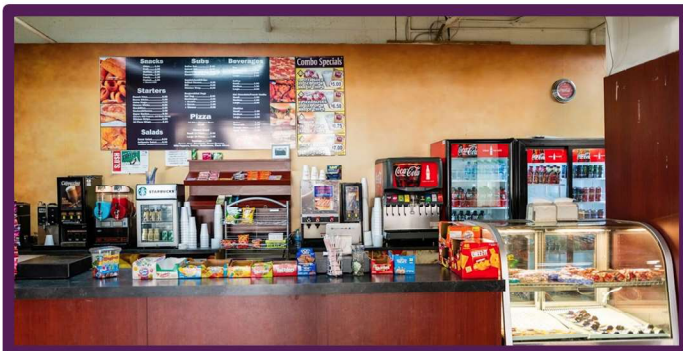
Example Photo: Not Big Boy Arena

### Bench Wraps

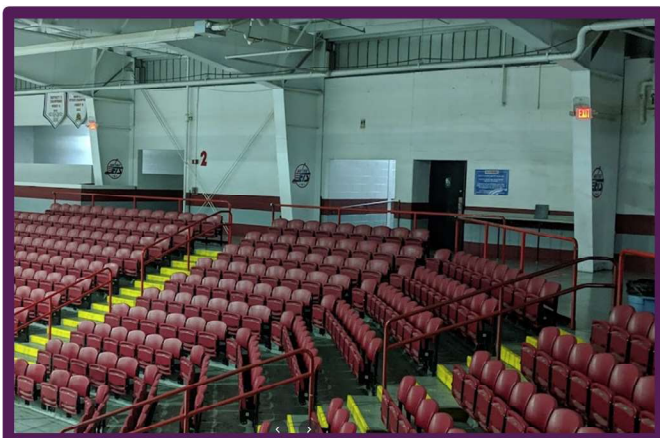


Example Photo: Not Big Boy Arena

### Concession Stand



### Wall, Banner Ads



### Lobby, Arcade



### SlapShotz Bar & Grill



# PARTNERSHIP OPPORTUNITIES

## ARENA SIGNAGE - OUTDOOR OPTIONS

Signage On Utica Road



Front Entrance



Exterior of Main Arena





# PARTNERSHIP OPPORTUNITIES

## IN-GAME PROMOTIONS

Helmet Ads



Goal Post Ads



Warm-Up/Chuck-a-Puck



Specialty Warm-Ups



### Other Options:

- Starting Lineup brought to you by
- Power Play brought to you by
- Penalty Kill brought to you by
- National Anthem brought to you by
- Game Sponsor with a fan giveaway
- Youth game intermission sponsor
- Gameday program advertisement
- 3 Stars of the game puck giveaway
- T-shirt toss promotional giveaway
- Premium seating area naming rights
- On site activation table

On-Jersey Ad



# PARTNERSHIP OPPORTUNITIES

## CONSUMER TRAFFIC

The Rockers have created several ways to drive consumers to potential customers to your business through avenues including working with our digital partner Fan Saves app. Here are just some examples of how the Rockers can partner with your business to increase traffic!

**Game Specific Events-** From sponsoring warm-ups which could include pucks, jerseys plus in-game arena & social media announcements, to specific events like period presentation and Rocker player of the game, penalties/power plays, etc. We have creative ways to get fans excited about your business.

**Goal Promotions-** If the Rockers score (Five for Fries, Score Seven Biscuit Heaven, Hat Trick, Player #22 scores you score a free hot dog) everyone wins the prize offered by your company. In addition to us electronically sending out the offer to our fans the promotion will receive:

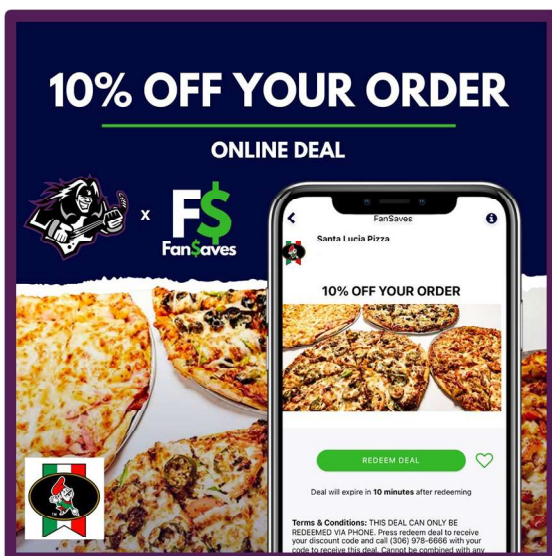
- Your offer will be available as part of the Motor City Rockers Digital Coupon Book powered by FanSaves (available through our website as well as the FanSaves website and mobile app). Your deal will help drive new customers into your business while tracking customer demographics including age, gender, and primary location with every redemption.
- You have complete control over your offer, including how often it can be redeemed. For Triggered Deals, you can decide which in-game event will make it go live/trigger it (e.g. Hat Trick, Shutout, Four Goals Score, etc.) and once the trigger occurs, your deal will go live and be up for a predetermined amount of time decided on in advance.
- You can also offer static deals to fans of the Rockers, all season long. These deals are always available and allow you to offer a Public Deal (to drive all fans and even visitors to the city into your business) as well as an Exclusive Deal available only for our Season Ticket Holders and VIPs.

**Ticket Back Partnership-** A great way to get your message in the hands of 50,000 people is the game night ticket back. Put a great offer on the back or tie it to the Rockers game night performance and watch your store traffic increase. All people attending the game, from season ticket holders, walk up customers and even complimentary vouchers must have a ticket to enter the game.

**Couponing-** Our partnership can include your business providing coupons to provide to fans at the game. This could include everyone in the building, one section, one row or just one person. We can also add a year long coupon in our game night program insert.

**Informational Concourse Tables-** your company would be encouraged to set up an information table or a display to collect names, run a contest or showcase your services. This is a great opportunity to get your information into the hands of those in attendance and collect the names of future customers. You could also provide a grand prize as an incentive to sign up at the table.

**Presenting Specialty Nights-**we have two different levels of specialty night partnerships. Level 1 targets a specific group like Hometown Heroes, Youth Sports & Educational while level 2 does the same, however it includes fundraising through specialty game night jerseys that are auctioned off after the game and the proceeds given to a non-profit organization. Both nights include inclusion for your business on all promotional marketing as well as tickets for your company.



# PARTNERSHIP OPPORTUNITIES

## DIGITAL/SOCIAL OPTIONS

**MOTOR CITY ROCKERS INVITES ALL BOY & GIRL SCOUTS**

7PM SATURDAY 4 MARCH Big Boy Arena

BUY ONE GET ON FREE FOR ALL SCOUTS!

MOTOR CITY ROCKERS vs THUNDERBIRDS CAROLINA

34400 Utica Rd, Fraser, MI 48026 - mcrockershockey.com

**Fredie THE PIZZAMAN MELVINDALE, MI**

**AUTISM AWARENESS NIGHT**

In partnership with Fredie the Pizzaman Foundation Use **PROMO CODE "FREDIE"** where \$5 of every ticket will be given to the foundation in support!

PLUS! Skate with the players after the game!

Saturday April 1st, 6PM

MOTOR CITY ROCKERS vs PROWLERS

**Holiday Inn Express**

**FEBRUARY 18TH DATE NIGHT**

Motor City Rockers vs Port Huron Prowler @ BIG BOY ARENA in Fraser Puck drops at 7:00 PM

**2 TICKETS FOR \$20**

Prize Drawings! including a complimentary night stay at Holliday Inn Express

Tickets available at the box office only!

**MOTOR CITY ROCKERS**

#21 Brad Renteria

FOR TICKETS AND PARTNERSHIP OPPORTUNITIES

Final Score: 5-0 (19-12-6) vs 0-3 (20-16-3)

MOTOR CITY ROCKERS vs PROWLERS

- Digital Brand Awareness:**
- Roster Transactions
  - Gameday Presenting Sponsor
  - Interview Background Banner
  - Play by Play advertisement
  - Kids Club Presenting Sponsor
  - Out of town scoreboard

**MACOMB COUNTY NIGHT**

THANK YOU MACOMB COUNTY!

Macomb County residents and employees, thank you for supporting all season long!

Use **PROMO CODE "MACOMB"** at checkout for discounted tickets!

**FRIDAY APRIL 14TH - 7:30 PM**

www.mcrockershockey.com @motorcityrockers 34400 Utica Rd, Fraser, MI 48026

**MOTOR CITY ROCKERS vs RIVER DRAGONS**

**COMMISSIONER'S CUP 2023**

**ROUND 1 PLAYOFFS**

\$10 DOLLAR TICKETS IN-PERSON AND ONLINE

WED, APRIL 19TH - 7PM - BIG BOY ARENA

- /rockershockey
- @motorcityrockers
- @rockershockey
- /mcrockershockey
- @motorcityrockers

**WEEKEND RECAP**

**Fri, April 14th**  
W 7-3 Home

- #19 Danny Vanderwiel
- #88 Scott Coash
- #88 Scott Coash
- #22 Dante Suffredini
- #88 Scott Coash
- #19 Danny Vanderwiel
- #73 Ryan Rotondi

**Fri, April 15th**  
W 5-2 Home

- #27 Cody Oaks
- #44 Declan Conway
- #88 Scott Coash
- #73 Ryan Rotondi
- #88 Scott Coash

Check out the full article on the teams home page at [www.mcrockershockey.com](http://www.mcrockershockey.com)

# PARTNERSHIP OPPORTUNITIES

## TICKET PACKAGES

The Motor City Rockers are giving you a chance to JOIN THE BAND with options of tickets for every game, ticket vouchers to use on demand, group outings and enhanced experience suite seating. A night at a Rockers game provides the ticket user with a fun and economical night of family-friendly entertainment. Use your tickets as employee rewards, incentives, raffle prizes or just a way to say thank you; promote your business, have your salespeople use them, provide them to an existing client or vendor, use them to donate to a non-profit partner; or use them for yourself! Here are our options:

### SEASON MEMBERSHIPS

RESERVED SEASON MEMBERSHIP (TICKETS)- new this year, you can now get the same great seat to see every goal, check, and fight for all regular season home games. As a season ticket holder, you will receive benefits that others will not, including guarantee product give away items during events. Tickets are a great way to reward a customer, employee or give to a non-profit to be used as giveaways.

GENERAL ADMISSION MEMBERSHIPS (TICKETS) – you will get guaranteed admission to all home games and the benefits of being a season ticket holder. Those benefits include discounts on Rocker's merchandise, buddy passes, never wasted tickets and of course significant savings over game day walk up pricing. General admission tickets allow you to sit in any open seat in a majority of the arena, sit high, sit low, in the attacking end or the defending end, your choice!

TICKET VOUCHERS- Ticket vouchers are good for any regular season home game, a great way to provide your employees or customers with a thank you, use as a prize for a drawing for your employees/customers, give them to the vendor who went above and beyond, or you can use them and enjoy a night out! Have them available at your human resources office for free admission to Rocker's home games!

RESERVED TABLETOP- The Rockers have improved the experience with these mini-suits that still allow you to be in the action! This season we have created four (4) seat tables and six (6) seat tables with wait staff! Besides having a reserved seat for all the Rockers action, your group will receive credit for food and beverage credit during each home game! What a great way to reward your best employees or customers or better yet, YOURSELF!

### GROUP NIGHTS OUT

Bring the entire crew out to Big Boy Arena for a night of hard-hitting hockey and provide your VIP's with a great and economically friendly night out. Nights out can include a ticket; and add-ons such as food and drinks, and souvenirs such as hats and t-shirts for your group.

We also have single game experiences like our party suite and new corporate suites.

PARTY SUITES- Located at center ice and two near the Rockers defensive zone, these closed areas provide a private area for your group to enjoy Rockers hockey. The party suites can host from 8-20 people and includes catering or a food/beverage credit. Your group would also welcome the game via the public address system and in the game night program.

RESERVED TABLETOPS-are available for single game nights, they come in four (4) seat tables and six (6) seat tables with wait staff! Besides having a reserved seat for all the Rockers action, your group will receive credit for food and beverage credit during each home game!

