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**Joe Hutton, Director of Sponsorship Relations**  
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Hi there,

Flight on Ice, in partnership with The Delaware County Veterans Memorial Association, are excited to announce that our outdoor skating rink will return to Edgmont, PA this November for the upcoming 2022-23 season. We would like to take this moment to thank you for your previous support and for taking a chance on us last year during our inaugural season.

We learned a lot from our first year and have worked tirelessly these past few months planning to make our rink the area's premier winter attraction and a must visit destination, all while supporting a great cause. We feel strongly that our changes, additions and improvements, along with the awareness and good will we established in the community from last year ensures exponential growth in ticket sales and overall sponsorship exposure for this coming season.

One notable addition for this year, we have added the role of Director of Partnership Relations to our team. We'd like to take the opportunity to introduce you to Joe Hutton. Joe is new to the Flight Team and brings over two decades of experience in customer relations management. Joe will work directly with you and your team, ensuring you a white glove experience from beginning to end.

Also this season, we are offering a more well-rounded selection of sponsorship packages that can be customized to fit your needs. Joe will work directly with you to maximize exposure for your brand through the execution of coordinated marketing deliverables or you can choose more traditional a-la-carte opportunities to better fit your budget.

As a marketing based entertainment company, we understand that driving traffic during the winter months can be challenging with families hunkering down and most attractions closed for the season. Our skating rinks provide families a compelling reason to venture outside even on the coldest of days. As you have seen already, we put an emphasis on building a sense of community and we are fully committed to enhancing the overall experience to capture our audience and keep them coming back for years to come.

Our goal is to build a long term mutually beneficial relationship with your organization while taking our revenue driving concept and connecting your business with the community to exponentially increase awareness and exposure for your brand.

Joe will be reaching out to you in the coming weeks to discuss sponsorship options or you can contact him anytime at (610) 505-3452 or [jhutton@flight-entertainment.com](mailto:jhutton@flight-entertainment.com). In the meantime, please take a moment to review our offerings in the enclosed packet.

**Thank you again for your time and consideration!**

Jon Schaffer  
Owner  
Flight Entertainment & Schaffer Sounds

# ABOUT FLIGHT

Flight Entertainment Group is a premium concept and event company that excels in end-to-end entertainment solutions and strategies for municipalities, corporations, venues, casinos and destination resorts.

Founded in 2013, Flight Entertainment was formed as an elevated and ever growing affiliate brand for Greater-Philadelphia's Schaffer Sound Productions Inc., which has been in business since 1977 and continues to thrive today. Through their unique offerings and expertise, both companies have proven resilient even during the toughest of times for the hospitality and entertainment industries.

Flight has produced many successful outdoor concepts and is proud to introduce you to its seasonal Flight on Ice Skating Rink Experience which launched in November of 2020 during the height of the pandemic. This versatile rink concept, which has grown exponentially since its inception, can stand alone as an outdoor attraction or can be customized to fit perfectly as an amenity for an already established retail location or existing winter themed destination.

Our mission is to build a long term, mutually beneficial relationship with you and your organization by offering next level experiential concepts that connect businesses and consumers in a family friendly environment. We strategically design our product offerings to drive massive consumer traffic, brand awareness and revenue growth, inevitably increasing your bottom line.



# NEXT LEVEL ENTERTAINMENT

With Schaffer Sounds and its 40+ years experience as an affiliate company, we make providing premium entertainment and creative programming a priority at all Flight on Ice locations. Every rink comes fully equipped with a professional audio system with over 10,000 holiday and party favorites, a big screen LED TV and lighting displays that make the ice glow in the dark. Whether we have The Frozen Sisters ringing in our annual Noon Year's Eve Party on ice or a Silent Skate under the stars with our patented 3 DJ Silent Headphone Party, you can be assured a unique next level experience every visit keeping customers coming back time and time again.



# OUR RINK

Whether our rink is a stand alone outdoor attraction or an amenity experience to add lift to an already established retail, resort or winter destination, our rinks give skaters of all ages and skill levels a rare opportunity to skate on a real professional ice surface under the open sky and in a safe environment. Our energy efficient, eco-friendly and temporary pop-up rinks can be built and taken away in a matter of days and although the standard rink size is 60x100 feet, it can be customized to fit virtually any space requirement.

Our ultra modern design, branded rink packages and robust entertainment programs separate us from all competition with notable features such as clear boards, compact sized chiller units, new adjustable skates & training options, ambient mood lighting, professional audio systems, customized holiday & party playlists, large LED video screens, silent headphone rentals, characters on ice, themed events & much more.



# BY THE NUMBERS



## You Can Expect Thousands Of Attendees Every Week

At over **2,000** ice skating **attendees every week** you're sure to have record winter attendance numbers. Keep in mind this doesn't include the parents and friends that visit but do not skate which is roughly an additional 25%.



## Predictable Attendance

With advanced ticketing making up **92%** of our total skating ticket sales we know days in advance which days will have the highest attendance. This makes it easy for venues to predict staffing and ordering needs each week.



## If They Hear About It, They Come Out

**Over 20%** of all people that visited our ticketing website ended up **buying a skating ticket.**



## Consumers Are Willing To Travel For Flight On Ice

Out of the 37,000 pre-purchased skating ticket attendees **42%** of them were from outside of the local area (20 mile radius)



## The Locals Love Flight On Ice

Almost 18,000 or **48%** of online ice skating tickets were purchased by people within a 30 minute drive of our Delaware County ice rink. This doesn't include people who didn't skate and just came for dinner, drinks, entertainment, or even bought walkup tickets for skating at the box office.



## People In Major Metropolitan Areas Will Travel For Fun

With Philadelphia being 20 - 30 min away from our Delaware county rink, consumers from this top 10 city didn't mind making the trek to Delaware County as **Over 20%** of all ticket buyers came from Philadelphia.



## Flight On Ice Is Truly Fun For The Whole Family

With **33%** of all admission tickets being **children** under 10 (this doesn't include 11-17) we can confidently say that Flight on Ice is the wholesome entertainment that families are looking for in the dead of winter.



## A Large Food & Beverage Driver

With an average check amount of **\$30**, most customers that come our winter wonderland end up taking advantage of the food and beverages available. With **66%** of them being **adults**, a large percentage of the patrons are consuming at least one alcoholic beverage.

# ONLINE SURVEY RESULTS

The results below are the result of an online survey filled out by 172 people that visited a Flight on Ice skating location.



## Great anonymous comments by our respondents

The rink was very spacious and I felt comfortable.

I wish I had found it earlier. this was great!

Our friends and family are still talking about how beautiful the night was. I rented two firepits, everyone skated, we had like maybe 20 guests or more and smores for dessert! It was a lovely night for my daughter's 30th birthday

Every one who worked there was professional and knowledgeable about the rink and how it operated, they greeted me with a smile and were always willing to help...I had not be on ice skates in 50 years and they taught me to enjoy iceskating again!!!!!!, they were so enthusiastic and cheerful, along with being very helpful, the owners of the rink should be very proud of everyone who worked there, safety was apparent and everyone was cooperative to management

This was such a great idea to have an outdoor skating rink so local, was so convenient!!

Love the idea and location. Especially liked the music playing

It was an enjoyable experience. No waiting time, purchased tickets on-line. Great location. Would return again.

I also live within walking distance to this location so I saw it every day as I drove by and have to see the staff did a great job with everything. Very nice addition to the neighborhood. The kids loved it.

# SPONSORSHIP PACKAGES

## EXCLUSIVE CORPORATE NAMING RIGHTS

- Title Sponsor
- Presenting Sponsor
- Hospitality Tent
- Zamboni Logo Wrap
- Instagram Photo Attraction

## PREMIUM BRANDING PACKAGES

- Entrance Welcome Banner
- Outer Rink Wrap
- Admissions Hut
- Skate Rental Area
- Rink Perimeter
- Fire Pit Garden
- Entertainment Stage
- Silent Headphone Logo & PSA's
- Alcoholic Beverage Activation
- Non-Alcoholic Beverage Activation

## HYPER LOCAL SMALL BUSINESS PACKAGES

- Inside Rink Dasher Board Signs
- LED TV Screen Ad Rotations
- Logo Inclusion on Website
- Retail Vendor Space
- F&B Vendor Space
- Amusement & Game Area
- Event Rentals

## PARTNERSHIP PACKAGES

- F&B Concessions
- Catering Operations
- Marketing, Advertising, PR & Media Agency
- Cross Promotional Opportunities
- 501c3 Charitable Opportunities
- Facility Rentals & Services
- Landscape Design & Display

## A LA CARTE OFFERINGS

- Ticket Allotments
- Private Rink Rentals
- Charity & Community Event Activations
- PR, Marketing & Advertising Inclusion
- Social Media Mentions
- Email Newsletter Inclusions
- Promo & Recap Video Inclusion
- Retail or Display Space Activation
- Onsite Branded Giveaways
- Themed Programming Days
- Call To Action Offering
- Public Service Announcements





# PRESS COVERAGE



**DAILY TIMES**  
**MAIN LINE TODAY**



**THANK YOU FOR TAKING THE TIME TO REVIEW.  
WE LOOK FORWARD TO WORKING TOGETHER!**

**Flight Entertainment Group**

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