



PSM

ICEHOUSE

FORT WAYNE, INDIANA 2025

THE SPORTS FACILITIES
COMPANIES

PSM
ICEHOUSE

A photograph of an ice hockey player in a dark blue and green uniform, number 14, in a ready stance on the ice. Other players in similar uniforms are visible in the background, some out of focus. The scene is set in an indoor ice rink with spectators visible in the distance.

UNLEASHING THE POWER OF SPORTS TOURISM

YOUR BRAND CAN TAP INTO THIS BOOMING **\$52.2** BILLION INDUSTRY

THE SPORTS FACILITIES COMPANIES



Since 2003, the Sports Facilities Companies, comprised of Sports Facilities Advisory, Sports Facilities Management, and Sports Facilities Development, have become the trusted resource for communities who want to plan, fund, develop, or operate sports, recreation, entertainment and fitness centers. In this time, we've guided projects in over 2,000 communities nationwide and overseen \$10 billion in developed projects. Through our managed venues in the SF Network, we host more than 25 million visits annually and drive \$200 million in overnight hotel stays annually.

A background image of ice hockey players on an ice rink. The players are wearing dark jerseys with orange and white accents. Some jersey names and numbers are visible: 'STRAUMAN 22', 'CHEEKEY 10', 'DAYS 22', 'FINEROCK 27', '4', 'KUSBEL 30', 'CHOPPELL', and 'CHANE'. The scene is overlaid with a semi-transparent green and blue geometric pattern.

OUR MISSION

To be Indiana's premier destination for ice sports by offering elite training, world-class events, and welcoming experiences for athletes, fans, and families. As the state's only three-sheet facility, PSM Icehouse is the go-to hub for hockey, figure skating, and community programs—serving Fort Wayne and the greater Midwest with pride, passion, and purpose.

PSM | **ICEHOUSE**

THREE SHEET ICE FACILITY

PSM ICEHOUSE

Opened in 2010, PSM Icehouse is Indiana's only three-sheet ice rink and a cornerstone of the Fort Wayne community.

Home to the Fort Wayne Spacemen (USPHL), Indiana Tech hockey, the PSM Force Youth Hockey Club and the PSM Figure Skating Academy. It also serves as a practice facility for the ECHL's Fort Wayne Komets and hosts everything from tournaments and leagues to local programs and special events.



**WHERE CHAMPIONS TRAIN
AND COMMUNITY
GATHERS.**

ONE FACILITY THREE SHEETS A WHOLE REGION OF HOCKEY



POPULATION REACH OF MORE THAN **500K** WITHIN A 30-MINUTE DRIVE TIME

STATE OF THE ART FACILITY



THREE NHL-SIZED SHEETS OF ICE

The image shows a wide-angle view of an indoor ice skating rink with three parallel sheets of ice. The rink is surrounded by a chain-link fence and has various advertisements on the boards, including 'PSM' and 'BUD LIGHT'. The background is a green-tinted image of a hockey game.

IDEAL FOR TOURNAMENTS,
SHOWCASES, AND
PERFORMANCES



OVERTIME
BAR AND
GRILL

The image shows a group of people sitting at tables in a restaurant or bar area. The tables are arranged around a large window that provides a view of the ice rink. The background is a green-tinted image of a hockey game.

FULL-SERVICE RESTAURANT
WITH FOOD, DRINKS, AND
RINK-VIEW SEATING



OFF-SEASON
ROLLER
SURFACE

The image shows a roller hockey game in progress. A player in a dark jersey is skating towards a goal, while a goalie in a yellow and orange jersey is ready to block the shot. A referee in a black and white striped shirt is also visible. The background is a green-tinted image of a hockey game.

GREAT FOR ROLLER HOCKEY,
TRAINING, AND DRYLAND
EVENTS

FIRST-CLASS EVENTS DRIVING THOUSANDS OF VISITORS

Our premier tournaments and events bring top-tier talent to the ice at PSM Icehouse.

We attract teams from across Indiana and neighboring states, including Michigan, Ohio, Illinois, Wisconsin, Kentucky, Iowa, and Missouri.





PSM FORCE HOCKEY LEAGUE

YOUTH HOUSE & TRAVEL

2024

PARTICIPANTS - 574
SPECTATORS - 62,000

PSM
ICEHOUSE

DROP-IN SKATING PROGRAMS

PUBLIC SKATING, STICK & PUCK, OPEN HOCKEY

2024

PARTICIPANTS - 12,747
SPECTATORS - 6,500

PSM
SKATING ACADEMY

PSM SKATING ACADEMY

BEGINNER TO ELITE LEVEL SKATING

2024

PARTICIPANTS - 1,380
SPECTATORS - 8,000



ADULT HOCKEY LEAGUE

ADULT HOCKEY & ROLLER LEAGUES

2024

PARTICIPANTS - 600
SPECTATORS - 30,000

COMMUNITY
DRIVEN PROGRAMS
THAT BUILD PASSION
AND PARTICIPATION



FORT WAYNE SPACEMEN

USPHL PREMIER & ELITE HOCKEY

2024

PARTICIPANTS - 47
SPECTATORS - 20,000

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330,000

ANNUAL FOOT TRAFFIC

***THE* DESTINATION FOR
TOURNAMENTS + EVENTS**



DASHER BOARDS

30 AVAILABLE

PSM | ICEHOUSE

DASHER BOARDS

Put your brand front and center at PSM Icehouse, where thousands of players, families, and fans pass through each week. Dasher board signage offers lasting visibility in a high-traffic, high-impact location—ideal for businesses looking to connect with the local community and beyond.

SPONSORSHIP DETAILS:

- **Size:** 72" x 30" full-color laminated vinyl decal
- **Visibility:** Placed rinkside under bright arena lighting for maximum exposure
- **Audience:** Seen by athletes, spectators, and event attendees throughout the year
- **Production:** Cost of sign production is included in sponsorship
- **Artwork:** Sponsor provides base artwork (print-ready preferred)



IN ICE LOGOS

3 AVAILABLE

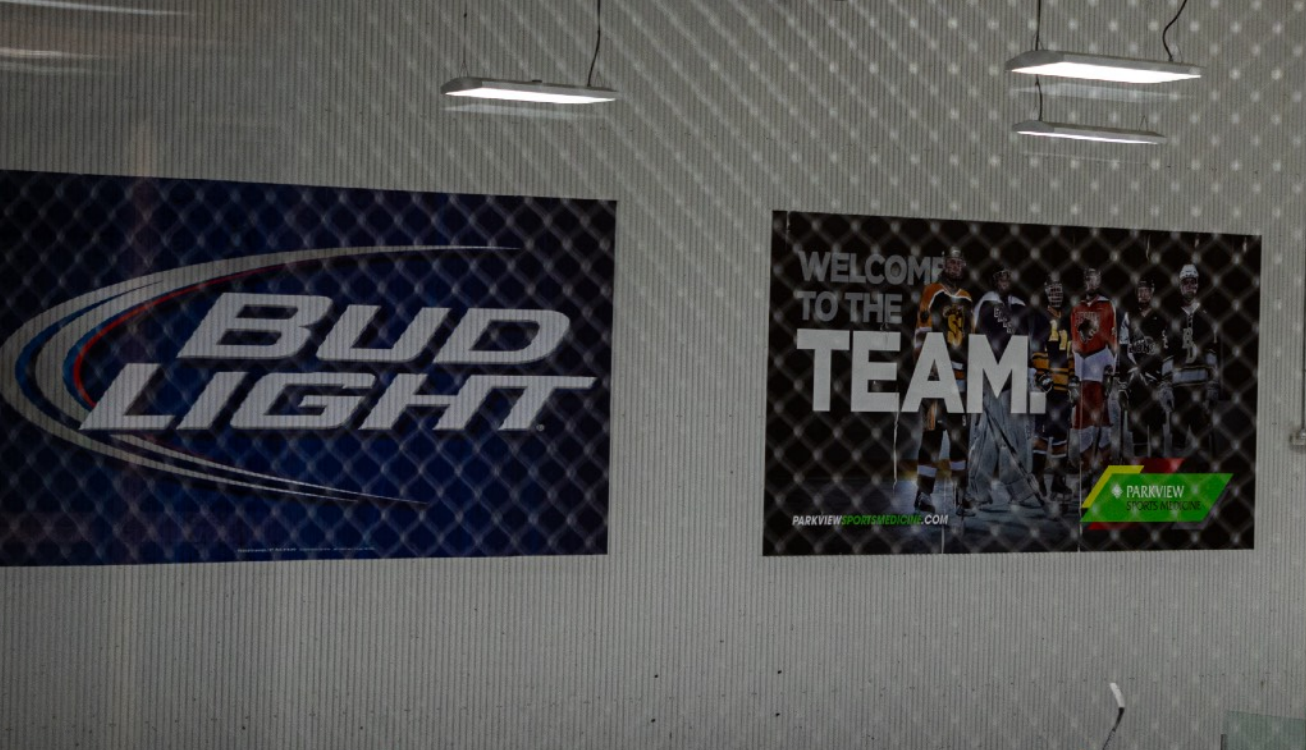
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IN ICE LOGOS

Make a lasting impression—literally. With in-ice logo placement at PSM Icehouse, your brand becomes part of the game. This high-visibility opportunity places your logo directly beneath the action and in front of thousands of spectators, players, and coaches throughout the season.

SPONSORSHIP DETAILS:

- **Placement:** Embedded directly into the ice surface
- **Size:** Up to 72 square feet
- **Color Options:** One- to four-color availability
- **Visibility:** Seen during practices, games, tournaments, and special events
- **Artwork:** Advertiser is responsible for supplying final artwork



EXTRA LARGE RINK BANNER

15 AVAILABLE

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EXTRA LARGE RINK BANNER

Stand out with maximum visibility. These oversized banners are the most prominent signage inside the rink—ideal for making a bold brand statement to a captive audience.

SPONSORSHIP DETAILS:

- **Location:** Five available per rink
- **Size:** Extra large, prominent placement
- **Visibility:** Direct sight lines during games, practices, and public events
- **Artwork:** Advertiser provides final artwork
- **Production:** Included in cost



OUTSIDE DASHER

30 AVAILABLE

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OUTSIDE DASHER

Positioned at rink entrances, outside dasher signage greets every visitor and sets your brand apart the moment they step inside.

SPONSORSHIP DETAILS:

- **Location:** Rink entry perimeters
- **Size:** Custom-sized to dasher configuration
- **Visibility:** High-traffic placement
- **Artwork:** Advertiser provides artwork
- **Production:** Included in cost



BRAND BANNER

2 AVAILABLE

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BRAND BANNER

Stand out and establish a lasting presence with this exclusive sponsorship that gives your brand prominent placement as a high-impact visual backdrop along the rear glass of a full rink—becoming a signature element of the PSM Icehouse experience seen by every visitor, athlete, and event attendee.

SPONSORSHIP DETAILS:

- **Location:** Along the rear glass of one rink
- **Visibility:** High-traffic, unmissable backdrop seen by all visitors, athletes, and event attendees
- **Artwork:** Advertiser provides artwork
- **Production:** production and installation included in cost



ZAMBONI WRAP

3 AVAILABLE

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ZAMBONI WRAP

Capture attention with the most watched element between periods. A fully wrapped ice resurfacer becomes a moving billboard for your brand.

SPONSORSHIP DETAILS:

- **Location:** Full vehicle wrap on the ice resurfacer
- **Design:** Custom-designed by our team
- **Visibility:** Multiple resurfacing runs daily during games and events
- **Artwork:** Custom collaboration with our design team
- **Production:** Included in cost



UPPER LEVEL WINDOW BANNER

58 AVAILABLE

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UPPER LEVEL WINDOW BANNER

Showcase your brand in our second-level lounge with clear views of the ice and a comfortable atmosphere for families and fans.

SPONSORSHIP DETAILS:

- **Location:** Second-level viewing area
- **Visibility:** Warm and inviting placement for extended viewing periods
- **Artwork:** Advertiser provides final artwork
- **Production:** Included in cost



ENTRANCE DOOR SIGNAGE

6 AVAILABLE

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ENTRANCE DOOR SIGNAGE

Place your brand front and center. Entrance door signage ensures every guest sees your message the moment they arrive.

SPONSORSHIP DETAILS:

- **Location:** On both main entrance door sets
- **Visibility:** 100% foot traffic exposure
- **Artwork:** Advertiser provides artwork
- **Production:** Included in cost



PARKING LOT POST SIGNAGE

3 AVAILABLE

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PARKING LOT POST SIGNAGE

Reach your audience before they even enter the building. These signs offer exposure to all parking guests and drive-by traffic.

SPONSORSHIP DETAILS:

- **Location:** Three signs available
- **Size:** 1' x 5' per side (four sides per post)
- **Visibility:** Year-round outdoor exposure
- **Artwork:** Advertiser provides artwork
- **Production:** Included in cost



PSM
SKATING ACADEMY



PSM
HOCKEY ACADEMY



LEARN TO
SKATE
USA



PROGRAM OR EVENT SPONSORSHIP

15+ AVAILABLE

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PROGRAM OR EVENT SPONSORSHIP

Put your brand front and center by sponsoring a cornerstone PSM Icehouse program or event—like Adult League Hockey, The Annual Ironman Tournament, or Cosmic Public Skating. Gain branding rights and connect with our most engaged skaters and fans across every platform.

WHAT'S INCLUDED:

Title Association: Your brand name attached to the program or event (e.g., “Your Company Adult Hockey League”)

Digital Signage: Logo/program name on all in-house signage promoting the program/event

Website Placement: Logo and recognition on the program/event’s web page

Social Media: Branding on all related posts and announcements

Activation: Flexible launch dates—brand exposure begins as soon as the partnership is signed!



DIGITAL SIGNAGE

MULTIPLE AVAILABLE

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DIGITAL SIGNAGE

Engage guests as soon as they walk in with digital signage in our high-traffic main lobby. This is a prime opportunity to showcase your brand with motion graphics or video content that delivers your message clearly and consistently throughout the day.

SPONSORSHIP DETAILS:

- **Location:** Main lobby entrance, visible to all foot traffic entering the facility
- **Visibility:** Your still or animated graphics will stand out on a 19 x 20 digital screen, featured in a rotating loop throughout all daily activities.
- **Ad Length Options:** 15-second and 30-second slots available
- **Format:** 1920 x 1080 pixels - JPG, PNG, MOV, MP4, MPEG max size 300mb
- **Production:** Basic formatting assistance available if needed (resizing, formatting etc.)



ELEVATOR WRAP

1 AVAILABLE

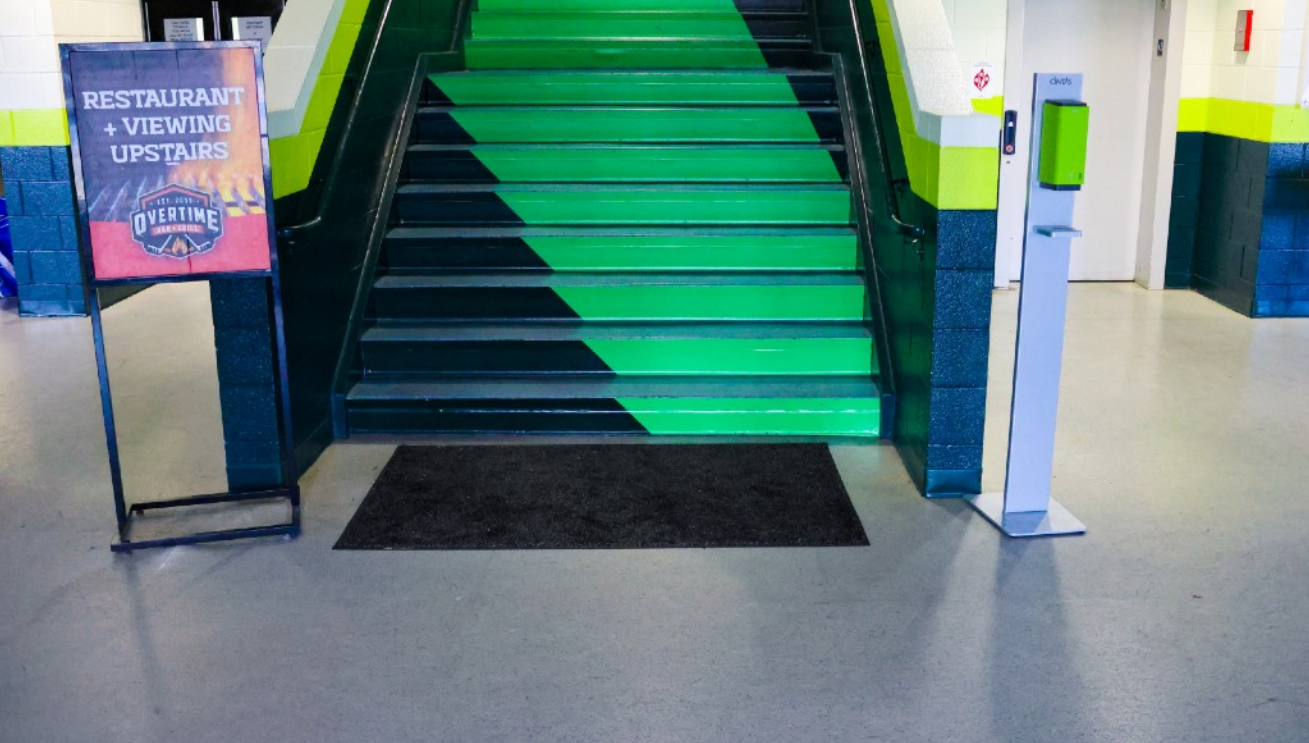
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ELEVATOR WRAP

Turn a functional necessity into a bold branding opportunity. With a full wrap on the facility's elevator, your brand will be front and center for every guest moving between floors. This unique placement ensures repeated impressions in a high-traffic area that athletes, families, and fans use daily.

SPONSORSHIP DETAILS:

- **Location:** Full elevator exterior wrap
- **Visibility:** Daily use by all visitors moving between lobby, viewing areas, and restaurant
- **Audience:** Families, athletes, and event attendees throughout the year
- **Artwork:** Advertiser provides artwork
- **Production:** Wrap production and installation included in cost



LOBBY FLOOR DECAL

MULTIPLE AVAILABLE

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LOBBY FLOOR DECAL

Welcome guests from the moment they step inside. Branded lobby floor decals deliver instant impact in the highest-traffic zone of PSM Icehouse, making your brand one of the first things guests see. Durable and visually striking, these decals create a powerful impression while blending seamlessly into the flow of the facility.

SPONSORSHIP DETAILS:

- **Location:** Main lobby floor, positioned in high-visibility pathways
- **Size:** Up to 6' diameter or custom sizing available
- **Material:** Heavy-duty slip-resistant floor vinyl, designed for safety and durability
- **Visibility:** 100% of foot traffic entering the building
- **Artwork:** Advertiser provides artwork
- **Production:** Included in cost



NAMING RIGHTS

2 AVAILABLE

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NAMING RIGHTS

Become a permanent part of the PSM Icehouse legacy. Naming rights provide top-tier visibility and brand association across all platforms and events.

SPONSORSHIP DETAILS:

- **Location:** One full rink per agreement
- **Name Use:** Arena signage + inclusion in all official print/digital materials
- **Term:** Minimum five-year commitment
- **Branding:** One word, individual or corporate name
- **Custom terms and pricing:** available upon request



SPACEMEN SPONSORSHIPS

MULTIPLE AVAILABLE

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SPACEMEN SPONSORSHIPS

Become a Permanent Part of the Spacemen Hockey Team Legacy. Align your brand with the excitement and community of Spacemen Hockey! Team-specific sponsorship packages provide premier name recognition, powerful event presence, and a direct connection to loyal fans—all season long.

ASSETS INCLUDE:

- **Warm-up jerseys** (logo/name on all player warm-ups),
- **Jersey patch** (high-visibility placement on official team uniforms)
- **Ticket sponsorship** (branding on all game tickets)
- **In-game features** (naming rights for in-game elements like Power Play, Player of the Game, and more—e.g., “Your Company Power Play”)

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CREATING MEMORIES TO LAST A LIFETIME

A NIELSON STUDY REVEALS **81%** OF SPORTS FANS ARE MORE LIKELY TO
REMEMBER BRANDS THAT SUPPORT THEIR SPORTS TEAMS & EVENTS



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GET IN THE GAME
LET'S TALK NEXT STEPS

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