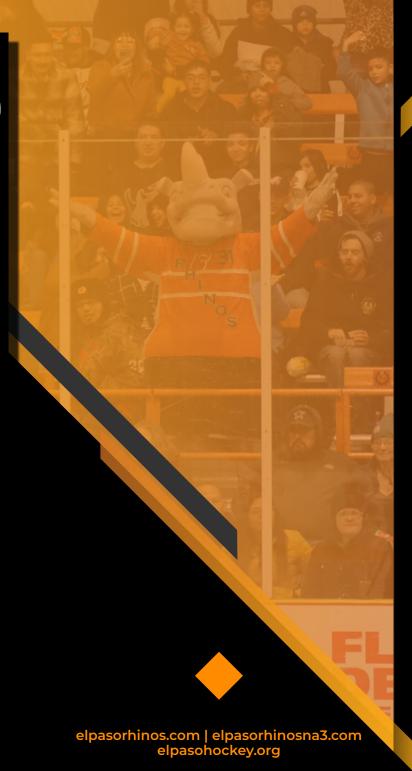## ABOUT THE RHINOS & THE EL PASO HOCKEY ASSOCIATION

▸ Founded in 2001, the El Paso Hockey Association includes over 500 players in five youth hockey programs, 200 figure skaters in two figure skating programs, and over 200 adult players.

▸ Rhino Country is home to two junior hockey teams in the North American Hockey League and North American 3 Hockey League, both USA Hockey sanctioned leagues. These teams include players from all over the world.

▸ El Paso's Ice Rink is the only ice rink between Odessa and Albuquerque that is open year round.

▸ The Rink welcomes 20,000 people a week through youth hockey, adult hockey, high school hockey, figure skating, public skating, free school field trips, and Rhino games.

▸ El Paso was named Kraft Hockeyville USA 2020 and was awarded $150,000 in rink upgrades for being the most spirited hockey community in the nation.

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EL PASO
RHINOS
Sponsorship Brochure

Dasher boards that display company logos are arranged around the rink.

Experience sold out crowds and a raucous atmosphere in Rhino Country.

In-Arena Branding
Make your brand visible in Rhino Country.

Arena signage can be placed in various locations around the rink. **Dasher boards around the ice, in-ice logos, hanging banners, and mounted signs** are strategically placed so that our partners have excellent visibility with the tens of thousands of consumers who enter the venue. A variety of **digital graphics** are also displayed during Rhino games or public skating sessions.

Game Day Fan Engagement
Activate new customers during Rhino games.

During games, businesses or products can be promoted on-ice or on-screen through **interactive contests and exhibitions**. Branded products can be supplied for pre-game, in-game, and post-game **giveaways**. Sponsors can set up **marketing tables** in the arena to activate and engage customers with signups, giveaways, and games. All promotions, marketing booths, and giveaways are accompanied by **in-game digital graphics and announcements**.

Intermission musical chairs contest sponsored by Speaking Rock.

WHY THE RHINOS?

By partnering with the Rhinos, organizations can reach multiple audiences in various ways.

Arena advertising allows companies to reach tens of thousands of consumers of all different ages and backgrounds during Rhino games, public skating, youth hockey, adult hockey, military hockey, and figure skating programs.

In-game sponsorships provide a unique opportunity to connect with consumers during their leisure time at our two Rhino teams' games. Rhino Country's fun atmosphere is also great for company group nights and employee family outings.

Team partnerships can help promote your brand in the community or bring the Rhino brand to your storefront.

Most importantly, your partnership enables us to continue to grow an essential quality of life program that is active in the Borderland.

Read more on the left and right to learn more about how your organization can partner with the Rhinos.

Email info@elpasorhinos.com for pricing and packages.

Partner Game Experience
Your staff can experience Rhino Hockey fun.

Partners can reserve our **luxury suites** for one or more home games during the season. This suite experience includes 30 tickets and a waiter that provides food and beverage service for the evening. For larger groups, sponsors can reserve up to 100 tickets for a **group night** at a Rhino game. The company will receive an in-game welcome and public address mention. Corporate **season tickets** are also available for purchase.

Community Engagement
Join the Rhinos in engaging the community.

Throughout the season, **Rhino players visit sponsors** to help with promotions and show appreciation for the company's contribution. **Rhino ticket vouchers** that are distributed to local schools, non-profit organizations, and businesses can be branded with sponsor logos and details. Sponsors can also receive ticket vouchers for distribution to customers and employees. In addition to receiving player appearances and ticket vouchers, partners can also support the Rhinos' **youth hockey program** by sponsoring a jersey, team, tournament, or program.

Rhino players make hundreds of appearances per season.