



Rinkside Advertising
Network

CHASKA CURLING CENTER

2026 PROMOTIONAL OPPORTUNITIES



THE #1 CURLING VENUE IN MN

Built in 2015, the Chaska Curling Center is well known as the premier curling facility in Minnesota. The Center is home to more than 1,000 members giving it one of the largest memberships in the country. With six regulation ice sheets, the Chaska Curling Center regularly hosts a full schedule of adult league play, junior league play, learn to curl classes and corporate events. Every July, the center is home to the Fire & Ice Bonspiel attracting curlers from across not only the metro but the entire country.

KEY FACTS ABOUT CURLING

- 60% of Curlers in the US are between the ages of 25 and 54
- 70% of Curlers in the US earn over \$100,000 annually
- 83% of Curlers had at least a Bachelors degree



The Chaska Curling Center draws in more than 400,000 visitors per year, making it the busiest curling facility in MN.



A HARD TO REACH BUT DESIRABLE AUDIENCE

Individuals who spend time in Ice Arenas are an attractive but hard to reach demographic. They represent high income and busy families that invest a large share of their time and money on the activities that take place at the arena.

AVAILABLE OPPORTUNITIES



01. In-Ice Logos - House

Each House ice logo package will partner brand integrated into the house (the target curlers aim for) on the home end. These partners will be in a central location inside the 20" circle at the middle of the house.



02. In-Ice Logos - Hog Line

The Curling Center will offer brands the opportunity to display two (2) logos just below the hog line on each side of the center line. These will only be on the restaurant side of the ice sheet.



03. Fire & Ice Sponsorships

Be a part of the #1 Curling Event in the Midwest. Sponsorships may include branding on-site, live activations and the opportunity to engage and interact with competitors.



04. Distribution of Promotional Materials

With more than 400,000 visitors, Chaska can put printed materials into the hands of potential customers.

Type of Advertising	Rate
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In-Ice Logos - House*

\$1250 per year/3 year term (plus one-time production fee)

In-Ice Logos - Hog Line*	\$2000 per year/3 year term (plus one-time production fee)
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Fire & Ice Sponsorships

Call for Availability

Live Activations	Call for Availability
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** 1-Year Term available for additional fee



GET IN THE GAME

With customizable options that fit every objective and budget, the Chaska Curling Center is ready to insert your brand into the powerful relationship that Curlers with our facility.

Contact

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