



## SKATE FOR A CAUSE

Here at Indian Creek Plaza, one of our biggest values is our involvement in the local community. It is important for us to give back, stay involved and make an impact! We invite tax-exempt organizations looking for larger fundraising opportunities to apply for our 'Skate for a Cause' program.

Skate for a Cause nights are Monday, Tuesday & Thursday evenings from 6-8 PM in January, with weather permitting, where a tax-exempt organization markets ice skating to their network of friends and family to promote their event night. In exchange, the organization will receive a portion of ice-skating proceeds for each person they invite to skate during their event.

### IMPORTANT DETAILS

Location: 120 S. Kimball Avenue Caldwell, Idaho 83605

When: Monday, Tuesday and Thursday nights in January from 6-8 PM

What: Non-profits receive a portion of the proceeds, dependent on the number of ice skaters that come out to support the organization

### HOW IT WORKS

Proceed split is dependent on the number of skaters that purchase passes during the event, guests coming to support your fundraiser must mention your organizations name or show a flyer/picture of your marketing materials to our Skate Shoppe Attendants in order for their purchase to count towards the amount you fundraise. By having a booth on-site at the event, you are permitted to give out flyers or materials and let them know what is happening on the Plaza and to mention your organization at the window to again, gain more skaters.

Events with 30-50 skaters earn 25% of ice-skating proceeds, 51-100 skaters, 35% of proceeds, and 101+ skaters, will receive a donation of 45% of the proceeds from that night.

We can share the results of your fundraiser at the end of the event with your lead event contact. It can take up to ten business days for your donation check to be mailed out. We require a tax receipt within 10 days following receipt of the donation check.

### **You are responsible for the turn out and marketing of your event!**

Remember, the more people that attend, the larger the percentage of ice-skating revenue your organization will receive. Here are some marketing ideas that you should absolutely do to receive a large turnout:



- Making a Facebook Event
  - Set Indian Creek Plaza as the location & Co-Host of your event so that it shows up on our page and to all of our followers as well)
- Post about it on your social media pages and ask followers to attend and share
- Share it with your email newsletter subscribers
- Organize an event where members of your organization invite everyone they know by calling or texting them
- Add the event to public online event calendars

You are welcome to maximize your fundraising efforts – you can sell items or merchandise, have donation buckets, have activities for people to learn more about your organization etc. You are permitted to hold an additional fundraiser, like a raffle, on the plaza.

SALE OR GIVEAWAYS OF ANY FOOD GOODS, INCLUDING HOT CHOCOLATE, IS NOT PERMITTED.

Please call with questions or to discuss further details.

INDIAN CREEK PLAZA  
120 S. KIMBALL AVENUE  
CALDWELL, IDAHO 83605

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