WHY CHOOSE MAGIC ICE

We know how to execute.
30+ years designing, installing, operating, and managing seasonal ice attractions.

We work with major venues and organizations
Wrigley Field | Nationals Park | Truist Field | Dick's House of Sport | Pittsburgh Penguins

We support multiple revenue streams.
Admissions | Sponsorships | Food & Beverage | Parking | Special Events

We make it easy.
Turnkey Design | Installation | Operations | Staffing | Maintenance | Removal

One Partner. One Solution. One Exceptional Guest Experience.





THE MAGIC ICE DIFFERENCE

With more than **40 years of experience and 1000+ installations,** Magic Ice USA has helped some of North America's most recognized venues create successful seasonal attractions.

When experience matters, venues trust Magic Ice.

MAGICICEUSA.COM
INFO@MAGICICEUSA.COM
877.374.7465

MAGIC ICE

TURN YOUR VENUE INTO A SEASONAL DESTINATION

SEASONAL ICE ATTRACTIONS FOR SPORTS & ENTERTAINMENT VENUES





MAXIMIZE OFF-SEASON POTENTIAL WITH FLEXIBLE ICE ATTRACTIONS

Every venue has unique goals, audiences, and available space

ICE RINKS
Public skating, group outings, sponsor activations, private events, and holiday programming.

ICE SLIDES
High-impact attractions designed for family fun, strong throughout, and additional ticket revenue.

RINK + SLIDE
A destination-scale experience designed to maximize attendance, dwell time, and revenue potential.



TRUSTED BY LEADING SPORTS & ENTERTAINMENT VENUES

TRUIST FIELD | Charlotte, NC
Triple-A Baseball Stadium

Seasonal rink and ice slide experience attracting more than 100,000 visitors annually while transforming the ballpark into one of the region's premier holiday destinations

WRIGLEY FIELD | Chicago, IL
Iconic MLB Venue

A seasonal ice rink extends guest engagement beyond baseball season while creating a memorable winter experience in one of sports' most recognizable settings.

NATIONAL PARK WINTER WONDERFEST | Washington, DC
MLB Ballpark Holiday Festival

A six-lane ice slide serves as featured attraction within a large-scale holiday event designed to drive attendance and activate teh venue during the winter season.

DICK'S HOUSE OF SPORT
Experiential Retail & Sports Destination

Johnson City, NY | Minnetonka, MN | Victor, NY | Pittsburgh, PA | Amherst, NY | Freehold, NJ
Seasonal ice attractions help extend guest visits, support community programming, and create new reasons for customers to return throughout the holiday season.

PITTSBURGH PENGUINS
NHL Franchise & Entertainment District

Seasonal ice programming supports fan engagement, community activation, and year-round utilization of surrounding venue assets.

SEASONAL ICE ATTRACTIONS HELP VENUES UNLOCK NEW VALUE FROM EXISTING ASSETS WHILE CREATING MEMORABLE GUEST EXPERIENCES

- Activate your venue space
- Drive Incremental revenue
- Increase visitation
- Extend fan engagement
- Create sponsor inventory
- Boost F&B sales
- Attract new audiences
- Build annual traditions

