

NEWS RELEASE

For Immediate Release

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New Branding for ImOn Arena Revealed

City-owned ice arena ready to kick off 2023 hockey season with new partnership and new look

(Dubuque, Iowa – Sept. 27, 2023) – Following the recent announcement of a new, five-year naming rights agreement with Cedar Rapids-based ImOn Communications, Dubuque’s city-owned ice arena is set to begin unveiling both exterior and interior branding to highlight its new name: ImOn Arena.

“The rebranding of the arena gives us an opportunity to add some new aesthetic features to the building, both inside and out,” said Kathy Buhr, Schmitt Island Development Corporation’s (SID) Board Chair and Director of Strategic Philanthropy for DRA. “ImOn has been great to work with as we have prepared for the start of hockey season. They are immersing themselves in the community and are supportive of our efforts to redevelop the island and transform the ice arena into a place for events that bring people to Dubuque year-round.”

SID is the non-profit organization created earlier this year to oversee the redevelopment of Dubuque’s Chaplain Schmitt Island. As a part of its ongoing agreement with the City of Dubuque, SID manages the ice arena along with DRA, which oversees day-to-day operations of the facility. Gigantic, a local design firm, also helped with creating the new brand look for the arena.

“We are excited to start sharing the ice arena’s new brand and look,” said Stacy Kansky, Chief Commercial Officer for Q Casino and DRA “ImOn Communications is a great partner in helping create a fun environment for hockey fans and an attractive entertainment space for the City of Dubuque.”

Visitors to the arena will begin to see new signage and other branding-related changes starting September 29, when the [Dubuque Fighting Saints](#) kick off the regular season with their home opener at 7:05 p.m. versus the Waterloo Black Hawks in a game presented by ImOn Communications and Q Casino. During the game, fans will be able to sign up to win ImOn-related prizes during each period, as well as participate in other giveaway promotions that evening.

“This new partnership with ImOn Communications is just one of many steps to help us move forward on the overall plan to revitalize Schmitt Island,” said Buhr. “We thank the City of Dubuque for their support and efforts on this endeavor, and we are grateful for partners, like ImOn Communications, who share our vision for the island and who are stepping-up as a part of the effort.”

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For more information on ImOn Communications, please visit: www.imon.net.

For more information on Schmitt Island Development Corporation, please visit: www.schmittisland.com.

For more information on the DRA, please visit: www.dradubuque.com.