



AN INDOOR PLAYGROUND FOR IRON RANGE KIDS.

Seven months a year, there is nowhere on the Iron Range for a small child to run.

Families drive to Duluth. Or they stay home. Play Iron Range is a year-round indoor playground built for kids under 10 and the adults who are tired of winter. Open play, party rooms, a break area for parents, and a place to burn off January.



WHAT

8,500 sq ft
indoor play facility



WHERE

Iron Range, Minnesota
Location announced soon



WHEN

Doors open
mid-November 2026

WHERE THE MONEY STANDS

\$414,494

SECURED

\$499,331

TO RAISE

Of a \$913,825 project. Both Founding Partner seats are filled: a \$100,000 lead gift from Fireweed Capital and \$314,494 in financing from Frandsen Bank. The \$499,331 still open will be raised, not borrowed. It funds the build-out, the fixtures, and first-year operating overhead.

PROJECTED TRAFFIC



17,000

PEOPLE IN YEAR ONE



29,000

PEOPLE A YEAR BY YEAR THREE



70,000+

PEOPLE IN THE FIRST THREE YEARS

Basis: Year 1 is our 10,000 child-visit target, plus one adult per 1.5 children. Years 2 and 3 assume the stabilized run rate of 250 to 300 member households and about 1,300 paid drop-in visits a month.

These are conservative numbers.

AUDIENCE DEMOGRAPHICS



70,000+

PEOPLE IN THE
60-MILE CATCHMENT



300+

FAMILIES ON THE LIST
BEFORE WE OPEN



17,000

PEOPLE THROUGH THE
DOOR IN YEAR ONE



90-120

MINUTES THE AVERAGE
FAMILY STAYS

WHO THEY ARE

- 71% have a child aged 0 to 7.
- 79% of households earn over \$50,000. 55% earn over \$75,000. 29% earn over \$100,000.
- They come from 27 Range communities: Virginia, Hibbing, Chisholm, Mountain Iron, Gilbert, Aurora, Ely, Biwabik, Buhl, Britt, Tower, Hoyt Lakes and more.
- Every child under 10 arrives with an adult. You reach the child and the parent who does the buying, on the same visit.

Source: survey of 62 Iron Range households, 2026. Early Access list of 300+ families collected before any advertising.

HOW OFTEN THEY COME

- 93% expect to visit at least once a month.
- 55% expect to visit weekly or more.
- Members are projected to average 7 visits a month.
- 92% asked for birthday parties, which draw families from outside the membership base.

SPONSORSHIP LEVELS

Every gift goes on the donor wall, and naming runs for the term of our lease. Levels are a starting point: if you have another idea for how to partner, we want to hear it.

LEVEL	GIFT	REMAINING	WHERE YOUR NAME GOES
Founding Partner	\$100,000	0 of 2	Name on a primary play zone for the full lease term. Logo at the front entrance. Recognition at opening. Five one-year family memberships.
Cornerstone	\$25,000	5 of 6	Name on a play zone or feature, with a permanent plaque at the spot. Top position on the donor wall. Three one-year family memberships.
Bench	\$5,000	5 of 6	Your name on a bench in the play area, with plaque. Logo on the donor wall. A one-year family membership.
Table	\$2,500	15 of 16	Your logo permanently on one of sixteen tables in the parent break area, where adults sit for the length of every visit. Logo on the donor wall. A one-year family membership.
Community	\$100+	Unlimited	Your name on the donor wall, permanently.

WHY THIS ONE GETS BUILT

✓ Space secured.

We do not fundraise on a maybe. 8,500 sq ft is leased and signed.

✓ Local board.

Adam Link (President), Beau Donaldson (Treasurer), Alex Tran (Secretary), Joseph Laufeia (Director). All Iron Range.

✓ 501(c)(3) nonprofit.

Play Iron Range, Inc. Gifts are tax-deductible. EIN 41-5311716.

✓ Built to last.

Admissions, memberships and parties fund operations. The model is self-sustaining without donations by year two.

HOW TO GIVE

BY CHECK

Payable to
Play Iron Range, Inc.
PO Box 735
Virginia, MN 55792

ONLINE



playironrange.com/sponsor

TALK TO US

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