

## SPONSORSHIP PROGRAM ADVERTISING MEDIA AND RATES

Advertising Options – choose one or more for a one-year placement in your choice rink:

- **5'x3' Lobby Banner** (\$1000) – placed where arena patrons spend their waiting time in order to be the first and last message patrons receive as they are coming and going from the facility
- **96"x30" Dasher** (\$1500) – an excellent branding tool that catches the viewers' eyes right where the action is – on the ice!
- **9'x9' Arena Banner** (\$2000) – provide a large surface area to communicate your advertising message to patrons that will be viewing from the first and second floors of the sports complex
- **Scoreboard** (\$2500) – an incredibly effective option to choose for branding and advertising, as our users look at the scoreboard more than any other media in the arena.
- **Ice Resurfacers** (\$4000) – an advertising medium that, through its uniqueness to ice sports, captivates the attention of viewers as it cuts the ice before, after, and in between hockey games and on-ice activities

All Advertising Options Include:

- **Sign Placement**, Production and Installation – includes initial production and installation only; sponsors are responsible for signage replacements
- **Booth Spaces** – sponsors are welcome to come to the ice arena and exhibit a booth space on a monthly basis; a schedule with booth space dates is published each season (August to July); times are published one month in advance
- **Literature Placement** – only the arena's sponsors are permitted to promote their businesses by placing flyers, brochures, menus, coupons, etc. in our brochure racks and at our front desk
- **Website** – the logos and web links of our sponsors are featured on the rink's website; coupon and map/direction links are also available; coupons may be changed as often as monthly and are at least set to expire every three months

What You Can Expect From Us:

- **Monthly Newsletters** – an update concerning the rink's events will come to you monthly via email or fax and will include booth space date reminders; a bi-monthly update will come during the summer months
- **Monthly Check-in** – an update regulating the supply of your literature placement at the rink will come to you monthly via email or phone to let you know whether we need a replenishment of your literature