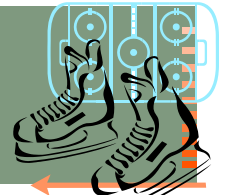


Treadwell Arena

105 Savikko Road ~ Douglas, Alaska 99824
Phone: 907-586-0410 Fax: 907-586-4540
Website: www.juneau.org/parksrec/icerink



RINK BOARD SPONSORSHIP/ADVERTISING OPPORTUNITIES!

PUT YOUR ADVERTISING WHERE THE ACTION IS!

The Treadwell Arena offers companies, businesses and organizations the opportunity to advertise on the dasher boards around the rink. These boards offer high visibility and great exposure to the approximately 50,000 visitors each year. Colorful and close to the action, dasher boards can be an excellent and affordable way to promote a variety of products and services!

Space is limited, so only a select number of advertisers will enjoy the impact of their message - morning, noon & night!

BENEFITS

What makes sponsorships at the Treadwell Arena a good marketing tool?

- Over **750** hockey practices/games are held at the Arena each year; bringing in players, parents, families, friends and hockey/skating enthusiasts each hour.
- **Low Cost** advertising for a **long term** effect-**1-3 years**. Including sign production, your advertising cost will be approximately \$100.00 per month!
- Treadwell Arena offers a **captive audience** with a wide array of target markets.
- Multiple hockey tournaments and ice skating recitals often bring in well over **200 local and outlying community spectators** to each event.

Why is sponsorship advertising at the Treadwell Ice Arena preferable over other forms of advertising?

- The advertisement is reinforced thousands of times on your selected demographic each time they enter the building.
- Typical patrons are in the Ice Arena for an hour or more each visit, multiple times per week.
- Arena patrons of all ages and levels of education and careers, single to large families, and many more target markets specific to your needs.
- Your advertisement shows a sense of commitment to the community and its families.

Who benefits from Advertising at the Treadwell Arena?

- *The sponsor/Advertiser:* Your message is witnessed by thousands.
- *Youth:* Advertising revenue helps the Treadwell Arena keep ice rental rates reasonably priced so our youth have the opportunity to participate in hockey, figure skating & special programs.
- *Community:* Drop-in skating, spectator events, and birthday parties make the ice arena a user friendly facility designed for the entire community.

FOR MORE INFORMATION PLEASE CONTACT:

Arena Manager - Lauren Anderson
Phone: 907-586-0413
Email: lauren.anderson@juneau.org



DETAILS

DASHER BOARDS

Dasher Board advertisements tend to be the most popular form of advertising in the Ice Arena Industry today! These ads surround the surface of the rink and provide the most visible and lengthy exposure to arena patrons. The ads are strategically positioned at the ice level across from the spectator seating area & player benches.



PRICES

92" in width by 33 1/2" in height

Prime Board (waitlist only)

(Across from spectator seating)

1 year - \$585.00
2 year - \$1045.00
3 year - \$1385.00

Non-Prime Board

(Across from player benches)

1 year - \$450.00
2 year - \$795.00
3 year - \$1035.00

Does not include sign production

Other advertising opportunities (1 year only):

Ice resurfacer-ad on 1 side - \$2000.00

Ice resurfacer-ad on both sides - \$3500.00

Ice-in logo 6x10 - \$1500.00

Center ice-in logo 15 radius - \$3000.00

Score Board ad - \$700.00

3rd Grade free season pass program—\$2000.00

BOARD AD DESCRIPTION

Clear Lexan is mounted over each advertisement for protection. The Arena will provide the Lexan and installation of the sign. The actual production of the sign is the responsibility of the advertiser. However, the Arena can help you in contracting out design and production work. Any modifications after installation will be the responsibility of the advertiser.