

## IN ICE LOGOS

Maximize your brand image with your logo painted in the ice. In Ice logos are one of the premier signage opportunities. Ice is in mid-September through March. Size varies depending on logo. Approximately 6' x 12'.



\$600/yr

## OTHER AD PLACEMENTS

Rochester Arena offers a variety of other advertisement/sponsorship options including:

- Press Box (2'x11')
- Locker Rooms
- Wall ads
- Warming Room
- Banners

## Who Benefits from Advertising at the ROCHESTER ICE ARENA?

**The Advertiser:** Your logo and/or message is witnessed by over 180,000 patrons per year.

**Youth:** Revenues generated through advertisements help keep rates affordable so youth have the opportunity to participate in hockey and ice skating programs.

**Community:** Programs such as public skating, spectator events, and birthday parties make the arena a facility designed for everyone.

## DASHER BOARDS

Dasher Boards 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.



30" x 4' Advertisement = \$500/yr

30" x 8' Advertisement = \$850/yr

30" x 12' Advertisement = \$1200/yr

*\*\*Multi-year contracts can be paid on a yearly basis.\*\**

*Save up to 20% by signing up for a 3-year contract.*

*30" x 8' Advertisement = \$650/yr*

*\*\*Multi-year contracts can be paid on a yearly basis.\*\**

Ad description: The dasher graphics material is an adhesive backed laminated digital print. Has no color limitations. The Arena will work with each customer to get your proof ready for print. Once customer approves the proof, any modifications after installation will be the responsibility of the customer.

## ZAMBONI® ADS

Each time the Zamboni® makes its popular appearance your message will be reshown. These ads get attention.



Side = \$500 per side/yr

Lower side = \$350 per side/yr

Front = \$350/yr

**\*\*SPECIAL: 2 lower sides and front = \$900/yr**

## CURRENT ADVERTISERS

*As of March 2007*

- Applebee's
- Bernier Insurance
- C & G Automotive & RV Repair
- Carroll Jacobs Electric
- D & D Grondin Builders
- D & D Homes
- Hannaford Supermarkets
- Hanlon & Zubkus Attorneys-at-Law
- Horne Construction
- Local Pride Heating Oil
- MetroCast Cablevision
- Pit Bull Painting
- Profile Bank
- R & J Auto Body Collision Repair
- RAA (Rochester Athletic Association)
- RSA Realty
- Rehab 3
- Salmon Falls Community Credit Union
- Salmon Falls Family Healthcare
- Snowdon Realty
- Strogen's HVAC
- Waste Management
- Wild Willy's Burgers

## ROCHESTER ICE ARENA

The Rochester Arena provides competitive and recreational ice-skating, roller hockey, and special programming for children and adults in the greater Rochester area. While it is a city run facility, the Arena is considered an enterprise fund and therefore it is absolutely necessary that it generate funds that are sufficient to sustain the annual operating expenses through the sale of ice time and programming. We rely on absolutely zero tax dollars and it is important to explore other ways of generating revenue.

The Arena offers 10 month of programming with ice programs from mid September through March and a full complement of off-season programming on our modular sporting surface including a full-blown roller hockey league, lacrosse and preschool sports programs.

### WHY ADVERTISE AT THE ARENA?

- Exposure to over 180,000 players and patrons yearly. Arena patrons range from 2 to 102 years old, all levels of education and careers, single to large families.
- Typical patrons are in the Arena for an hour or more each visit. You will be reaching a captive audience; they cannot turn the page, fast-forward or throw away your message.
- Show your support and sense of commitment to the community and its families.

### HOW TO CONTACT US

Steve Trepanier --or-- Brinn Chute  
332-4120

Visit [www.rochesterrec.com](http://www.rochesterrec.com)  
for a complete listing of programs and activities  
offered through Rochester Recreation & Arena



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Arena: 63A Lowell Street · 603-335-6749  
[www.rochesterrec.com](http://www.rochesterrec.com)



Rochester Recreation, Arena & Youth Services



# ROCHESTER ICE ARENA

# Advertisement options