



ICE ARENA ADVERTISING



SCORE NEW BUSINESS IN YOUR COMMUNITY!



Why Ice Arena Advertisements are the right choice!

1. AFFLUENT & LOYAL

Ice sports attract affluent and loyal families in the community who patronize sponsoring businesses. The household income of an ice sports family is nearly twice the national average. The Community Activity Center provides a positive family environment, positioning your brand with an active and 'on-the-go' demographic with disposable income for dining, travel and entertainment.

2. HIGH TRAFFIC CAPTIVE AUDIENCE

Families who frequent the ice rink are in the facility multiple times each week watching practices and games, which allows your brand to receive multiple daily impressions without the clutter of other advertising methods. Larger events, such as high school games, are sometimes televised which multiplies your exposure throughout the community.

3. COMMUNITY

Brands that are engaged and able to connect with families at the community level create a deeper and lasting impression. Marketing dollars are kept local to help maintain and improve opportunities for local athletes, as well as helping support the cost of ice arena operations.

CONNECT YOUR BUSINESS WITH THE COMMUNITY!

OVER 860,000
ANNUAL VISITORS

Maple Grove Community Center Ice Arena
12951 Weaver Lake Rd, Maple Grove, MN 55369



Zamboni/Dasher Package

\$4,500 per year

A fun way to reach people. Your advertisement will be displayed on the Zamboni as well as on two dasher boards. Production: Estimate Required.

In-Ice Logo Package

\$2,500 per year

Truly become part of the action! Production estimate required.

Dasher Board Package

\$1,200 per year

This 96" W x 33" H advertisement is placed right in front of all the action on the ice in the same rink. Production: \$395 additional

Wall Boards Package

\$1,200 per year

This 96" W x 36" H advertisement is placed above the bleachers visible to the thousands of fans at the Premier Bank Rink. Production: \$395 additional

All Advertising Packages Include:

- Marketing consulting and graphic design - \$300 value
- Sponsoring company logo displayed on in-house video screens
- Company listed on the open skate schedule
- Complimentary Community Center admissions - \$100 value
- Sponsorship promotional display placement
- Your logo featured on Maple Grove city website as an official sponsor: www.maplegrovern.gov/icearena
- Sponsoring company logo in the annual Official Maple Grove/Osseo Community Resource & Residents' Guide™, which is direct mailed to all homes, apartments and businesses in Maple Grove and Osseo. It can also be picked up at key locations. Distribution 35,000

Total Added Value Over \$800!



Promotional Rack Cards

Advertising packages include the opportunity to display rack cards. This is a great way to promote your business with coupons and specials to arena visitors.

Optional Services:

Rack Card Graphic Design \$322
 Rack Card Printing (1,000 qty) \$232
 4" x 9" full color, two sided, 14 pt gloss coated cover (C2S) with gloss UV. Vendor shipping \$16.09 (including tax)

Rack Card advertisement display



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**All Advertising Packages are two-year agreements.*