



NORTHFORD ICE PAVILION

Advertisement and Sponsorship Opportunities

203.484.4054 | northfordice.com | 24 Firelite Place, Northford, CT 06472

ADVERTISING OPPORTUNITIES AT NORTHFORD

The Northford Ice Pavilion (“NIP”) features two regulation sized rinks, snack bar, party/event room, and full pro-shop, and attracts an average of 750,000+ visitors each year. Offering a wide variety of skating & hockey programs for every age group – children to adults – as well as general public skating sessions, corporate functions, and birthday parties, the NIP has something for everyone!

Our Advertising Partners & Sponsors benefit from **maximum brand exposure** with **minimum expense, including:**

- Expansion of customer base
- Solid community presence and good will
- On-site, year-round brand exposure
- Hundreds of repetitive impressions per hour per person
(According to numerous sports marketing studies, repetitive exposure to advertisements among ice sport participants yields cost equaling to less than one cent per impression/visit)

Our price structure is based on Cost per Thousand (CPM) relative to actual foot traffic rather than impressions to ensure that our advertisers are receiving the most accurate means of audience cost measurement possible.

RATES

DASHER BOARDS

Dasher boards are placed at rink level and therefore highly visible, holding significant advertising position as they can be viewed during any on-ice activity.

- **Option 1:** \$1800/year with 1-year commitment
- **Option 2:** \$1500/year with 3-year commitment

BANNERS (hanging/wall)

Banners are hung from the ceiling or from walls above the dasher board level, sitting at a natural cross-rink eye level for visitors, and exposed during any in-rink activity/event.

- **Option 1:** \$1200/year with 1-year commitment
- **Option 2:** \$1000/year with 3-year commitment

ZAMBONI

The Zamboni is an element of entertainment for all visitors, and provides an excellent vehicle for any advertisement.

- **Option 1** – Both sides: \$2500/year with 1-year commitment
Both sides: \$5000 with 3-year commitment
- **Option 2** – Top & front: \$2000/year with 1-year commitment
Top & front: \$4000 with 3-year commitment

WEBSITE

- **Option 1:** \$500/month with 6-month commitment
- **Option 2:** \$250/month with 1-year commitment

ADDITIONAL OPPORTUNITIES (call for pricing)

- Naming Rights/In-Ice Logos
- Lobby Area Advertisements
- TV Screen Advertisements
- Social Media Mentions/Posts
- Email Blasts to Real Email Database of 3,000+ Contacts

TARGET AUDIENCE & DEMOGRAPHICS

Our primary audience consists of blue-collar workers to affluent professionals, married with children. They are captive and dedicated to supporting their children's sporting events, and have adventurous Type A personalities, preferring to run rather than walk. Traveling, dining out once a week, and playing together are important elements of their lifestyle. Parents frequently travel within the state and throughout New England for games and various skating competitions. They are impulsive risk takers, independent and free speakers, leaders, often crave excitement, wear high quality clothing, love to buy new gadgets, vacation for adventure rather than relaxation, exude a "survival of the fittest mentality," and are financially carefree.

DEMOgraphics

\$90,000 average household income

average number of children

TWO

35^{to}54 average age

average time of each visit

2 HRS

ADVERTISING / SPONSORSHIP AGREEMENT

Northford Ice Rink Associates, LLC agrees to provide advertising space as follows:

Contract Term: August 1st to July 31st

Advertiser/Sponsor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Advertiser/Sponsor's Website: _____

Check Enclosed (Payable to "Northford Ice Pavilion")

Credit Card (MasterCard, Visa or Discover)

Goods or services in lieu of cost (please discuss with Bill beforehand)

Card # _____ expiration date: _____

Installation is to be provided by customer.

Signature below indicates agreement of these terms.

_____ Dated _____

Advertiser/Sponsor

_____ Dated _____

Martin F. Roos, Northford Ice Rink Associates, LLC

Please mail to: Northford Ice Pavilion

Attn: Bill Maniscalco

24 Firelite Place

Northford, CT 06472

Enclose advertisement or email your digital file to:

billnorthford@comcast.net

Contact Bill with any questions at 203.484.4054