

MIDLAND CIVIC ARENA

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ADVERTISING OPPORTUNITIES



*Host of multiple national, regional, state and local events
in hockey, figure and speed skating.*

Midland Civic Arena

405 Fast Ice Drive

Midland, MI 48642

(989) 495-0610

www.midlandcivicarena.com

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DASHER BOARD ADVERTISING

Expose your business to thousands of customers per week. Our patrons are a captive audience in our arena for two or three hours at a time. As an advertiser, this means hit after hit for maximum impact and exposure. Your dasher board advertisement will keep your company's logo in the middle of the action at the *coolest* place around.

Why advertise with us?

- Exposure to people...and lots of them. Over 600,000 visits per year!
- Captive audience for hours at a time!
- Clientele with high per capita income!
- Community facility!
- Customers have sense of commitment to facility and its sponsors!



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SCOREBOARD ADVERTISING

What's the first (and last) thing you look for when attending a sporting event? The scoreboard! Get your company's name associated with every goal, every penalty and every tick of the clock by having your advertisement hanging by the scoreboard. Your scoreboard ad will keep your logo in the middle of the action!

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ZAMBONI ADVERTISING

Imagine your business logo decorating this world famous machine! Among other things in the ice arena industry, the Zamboni generates a lot of excitement for people of all ages. Be sure to take advantage of this attention grabbing and moving advertisement. It pays!

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IN-ICE ADVERTISING

Expose your business to thousands of customers per week. Our patrons are a captive audience in our arena for two or three hours at a time. As an advertiser, this means hit after hit for maximum impact and exposure. Your in-ice advertisement will keep your company's logo in the middle of the action at the *coolest* place around.

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OTHER OPPORTUNITIES

- **Banner Advertising** – Your advertising banner would be hung in the arenas opposite from the bleachers, exposing you to every spectator in the rink. Show the community that you are a proud sponsor of the Midland Civic Arena and its patrons by displaying your company's logo here. Banners have approximately 4' x 5' dimensions.
- **Score-O Sponsorship** – Score-O is a future attraction to weekend public skating sessions where a board covers the goal and a “lucky” contestant tries to shoot a puck through the hole in it. Have your company's name and logo associated with this event as it will be announced over the PA system and on the board itself. Prizes/coupons should be awarded to the contestants. Example: “Ladies and gentlemen, its time for tonight's **McDonalds' Shoot-out**, sponsored by McDonalds of Midland. Tonight's prize is a free value meal donated by McDonalds. Our lucky contestant is ...”
- **Rink Naming Rights** – The Midland Civic Arena has three rinks, which are currently named the South, Olympic and North Rinks. Have your business' name replace one of these. The first thing that our customers need to know when they enter our facility is what rink they are in. You can capitalize on this form of advertisement. Example: The South Rink could now be the **Pepsi rink**.
- **Customizing** – Are you creative and have your own idea of an advertising partnership with us? Let us know and we can work side by side with you from brainstorming to implementation. We're here to create a win/win situation for you.

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OTHER ADVANTAGES

- **Public Skating Admissions** – For every major advertising package purchased, our advertising partners can enjoy twenty five (25) admissions to public skating sessions to give to employees and customers.
- **Direct Advertising** – The MCA is traditionally against soliciting by businesses, but our advertising partners are offered the opportunity to advertise directly to our clients and members through designated areas for your literature at certain times of the year.
- **Website Advertising** – The websites of our advertising partners will be linked to Midlandcivicarena.com, which is the information hub of the facility. The arena website is on all MCA flyers, the scrolling road sign, and mentioned on the phone recording to drive people to our site. Partner with us on our site as thousands of visitors that need lodging, dining and entertainment, among other venues each year are projected to use this site.
- **Discounted Rates** – Our advertising partners receive discounted rates for the use of our conference rooms for corporate events, seminars, meetings or parties.
- **Other Ideas** – We're striving to make this advertising package a win/win situation for both parties involved, so if you have unique ideas to promote your business, let us know.

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ADVERTISING CONTRACT

Business Name: _____

Address: _____ City: _____ Zip: _____

Contact Person: _____ Phone: _____ ext: _____

Fax: _____ E-mail: _____

Dasher Board Advertisement: Price includes one board in each rink and installation. Boards are designed and produced at the cost of the advertiser due to each advertiser's differing needs. All boards are 8 feet long.

1 year \$1,000 per year...if invoiced, \$92 per month! \$_____

Scoreboard Advertisement: Price includes one banner in each rink and installation. Banners are designed and produced at the cost of the advertiser due to each advertiser's differing needs. Banners are approximately 4 feet x 10 feet.

1 year \$1,500 per year...if invoiced, \$138 per month! \$_____

Zamboni Advertising: Price includes one side or front of each machine and installation. Decals are designed and produced at the cost of the advertiser due to each advertiser's differing needs.

3 year \$2,000 per year...if invoiced, \$184 per month! \$_____

In-ice Advertising: Price includes logo on each ice surface, cost of production (up to 3 colors) and installation. In ice advertisements are only in 3 year commitments.

4 x 10 Neutral Zone \$4,000 per year \$_____

Center 30' Circle, 2 Neutral \$5,000 per year \$_____

**Add \$450 to total for Olympic Center ice Circle*

Other Opportunities

Banner Advertising: 1 year \$750 per year ...if invoiced, \$69 per month! \$_____

Score-O Sponsorship: Qtrly (13 wks) \$300 per quarter \$_____

Rink Naming Rights: 5 year *Call for pricing* \$_____

***Other Opportunities** advertisements are designed and produced at the cost of the advertiser.*

SUBTOTAL: \$_____

LESS DISCOUNT: \$_____

TOTAL AMT DUE: \$_____

AMOUNT PAID: \$_____

BALANCE DUE: \$_____

50% of payment is due within 7 days of the signed date. The balance is due in 90 days. In the case of in-ice logos, full payment is due within 7 days of the signed date due to permanent nature of the advertisement. Add 10% for monthly invoicing. Take a 5% discount on a package deal of 3ads and a 10% discount on a package of 4 or more ads.

Signature: _____ **Title:** _____ **Date:** _____