

# Advertising Opportunities

Get in on the Action!

Dakota Community Centre is pleased to offer new advertising opportunities to local and citywide businesses and entrepreneurs.



1. **On Ice Logos:** Having your company logo placed under the ice will provide a unique and central focused exposure. Large centre ice and smaller blue line locations are available. Advertising rate price includes space and installation.

Options	Year 1	Year 2	Year 3	Total
A: Centre ice logo	\$500	\$500	\$500	\$1,500
B: Blue lines logo	\$350	\$350	\$350	\$1,050



2. **Rink Boards:** Rink boards are strategically positioned at ice level across from the spectator seating area making it highly visible for patrons in the bleachers or in the inside viewing area. Hockey and skating programs continue to grow and arena board ads are an effective way to reach a very wide market Rink boards are mounted behind a sheet of polycarbonate/ Lexan for protection. White space between each sign maximizes your advertising value. (3'X 8') Welcome to major league advertising at minor league rates!

Advertising Cost:	Year 1	Year 2	Year 3	Total
Arena Board Advertising ( single rink )	\$600	\$500	\$500	\$1600
Arena Board Advertising (second arena)	\$400	\$400	\$400	\$1200



3. **Rink wall Board advertising:** Wall boards are strategically positioned directly across from the spectator stands. Advertisers have all artistic rights and decisions however we encourage the graphical layout to be as simple clear and straightforward as possible. Advertisements such as these have proven to be the most successful in the previous years. (4'X8')

Advertising Cost:	Year 1	Year 2	Year 3	Total
Wall Board Advertising	\$500	\$500	\$500	\$1500
Wall Board Advertising (second arena)	\$400	\$400	\$400	\$1200

4. **Foyer/Entrance way advertising:**

Options	Year 1	Year 2	Year 3	Total
A: (4'X 4') Dimension	\$250	\$250	\$250	\$750
B: (2'X 4') Dimension	\$200	\$200	\$200	\$600



5. **Ice Resurfacers (Zamboni) advertising:** This unique and eye-catching advertising opportunity is and always will be a main attraction at any ice event. Literally millions of eyes will be watching your ad in motion as it makes its rounds resurfacing the ice.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Ice Resurfacers	\$3,000	\$1,000	\$1,000	\$1,000	\$1,000	\$7,000



6. **Spectator stands advertising:** Option A: (Located on the walls behind the spectators visible when entering and leaving the spectator stands. Situated directly behind the spectators and visible from the players box. Option B: Stair risers advertising (Located on the steps walking up the stands) \$250/year for a 3 year contract.

Options	Year 1	Year 2	Year 3	Total
A: Behind Spectators one arena	\$300	\$300	\$300	\$900
B: Behind Spectators second arena	\$200	\$200	\$200	\$600
C: Stair Risers	\$250	\$250	\$250	\$750

7. **Players Benches:**

Great way to get your name out there. Everyone is interested in what is going on the benches. Looking for their favorite player spectators are sure to take notice to the advertisements located on the players bench. This advertising location is great for business that wants to target the players as their target market.



Options	Year 1	Year 2	Year 3	Total
A: (4'X 4') Dimension	\$250	\$250	\$250	\$750
B: (2'X 4') Dimension	\$200	\$200	\$200	\$600



8. **Restroom advertising:** “Talk about a captive audience!” Full-color poster ads are displayed in attractive frames in restrooms “This was the only place in the world people would stand in line to read the advertising.” Restroom advertising is a cost-effective and innovative way to advertise your product or service. It is a medium that allows you to attain undivided audience attention for spans of up to four minutes. This concept is simple: there is nothing else competing for a viewer’s attention. Restroom advertising is an inexpensive way to reinforce an existing advertising campaign. This medium will also reach audiences missed by traditional broadcast and print media. \*Dressing room advertising is also available!

Options		12 month agreement	6 month agreement
<b>Option A: Full Size Ad Spaces</b> (Full Color - 7.5" x 9")	5 ad spaces	\$100/month	\$150/month
	10 ad spaces	\$150/month	\$200/month
	20 ad spaces	\$200/month	\$250/month
<b>Option B: Business Card Size Ad Spaces</b> (Full Color - 3.5" x 2")	5 ad spaces	\$50/month	\$75/month
	10 ad spaces	\$75/month	\$100/month
	20 ad spaces	\$100/month	\$125/month

9. **Dakota CC Newsletter:** The Dakota LazerNews is the Dakota Community Centre newsletter that is published twice yearly (fall and spring) to inform local area residents of registration date, upcoming events, programming, development camps, daycare and fitness centre information, volunteering opportunities, and community news. The newsletter is distributed to at least 5,000 homes.

Advertising Cost:

Options		Year 1	Year 2	Year 3	Total
Option A	Half Page Advertisement 2 publications	\$400 + GST	\$300 + GST	\$300 + GST	\$1,000 + GST
Option B	Quarter Page Advertisement 2 publications	\$250 + GST	\$200 + GST	\$200 + GST	\$ 650 + GST
Option C	Business Card Advertisement 2 publications	\$175 + GST	\$150 + GST	\$150 + GST	\$ 475 + GST

10. **Web Page Advertising** Page Sponsor (Excluding Home Page)

Options	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>A: 5 Year Package</b> Page Sponsor (Excluding Home Page)Link to advertisers Web page Included	\$400	\$300	\$300	\$200	\$200	\$1,400
<b>B: 3 Year Package</b> Page Sponsor (Excluding Home Page)Link to advertisers Web	\$400	\$300	\$300			\$1,000

page Included						
<b>C: 5 Year Package</b> Picture Advertisement Business Card Size (Home Page) with link to advertisers Web page Included	\$300	\$300	\$300	\$150	\$150	\$1,200
<b>D: 3 Year Package</b> Picture Advertisement Business Card Size (Home Page) with link to advertisers Web page Included	\$300	\$300	\$300			\$900

All artwork, graphics, animation, etc. and all subsequent costs for website advertising are the responsibility of the advertiser

11. **Naming Rights Exclusivity Package** The Dakota LazerNews is the Dakota Community Centre newsletter that is published twice yearly (fall and spring) to inform local area residents of registration date, upcoming events, programming, -Logo and Name Recognition on North and South Walls Two In-Ice

- Logo and Name Recognition on North and South Walls
- Two - In Ice Logos
- Press and Media Conference sponsored by Dakota Community Centre
- Logo and Name Recognition on Front Entrances

For more information or to discuss opportunities that would best fit your business, contact the general manager at: (204)254-1010 or dakotaccgm@shaw.ca

12. **Door Panel advertising** The First advertising sign seen while entering and the last seen while exiting by our many visitors. This 6 in. by 20 in. strip of advertising will be located next to the door handle. Will be a hard miss!

Options	Year 1	Year 2	Year 3	Total
Front Entrance Side of Door	\$200	\$200	\$200	\$600
Second Side of Door	\$200	\$200	\$200	\$600

13. **Gym Wall advertising** Dakota is the home to just as many activities off the ice as well as on, therefore what better place to put your advertisement than in our greatly used gymnasium. Have your advertisement be the spotlight for those using our gym.

Options	Year 1	Year 2	Year 3	Total
A: ( 4' x 4') Dimension	\$250	\$250	\$250	\$600
B: (2' x 4') Dimension	\$200	200	\$200	\$600

14. **Dressing Room Sponsors** The dressing rooms at the Dakota Community Centre are the busiest area of our facility. Having your 20 in. by 10 in. advertisement mounted on a dressing room door will give your business the advantage of targeting a large audience from five and six year old hockey to adult leagues and everyone in between. An excellent way for your advertisement to be seen frequently and remembered.

Options	Year 1	Year 2	Year 3	Total
Front Entrance Side of Door	\$200	\$200	\$200	\$600
Second Side of Door	\$200	\$200	\$200	\$600

15. **Board Room Sponsors** This 12 in. by 12 in. advertisement will be the star attraction on the doors of our frequently used board rooms.

Options	Year 1	Year 2	Year 3	Total
Board Room Sponsors	\$200	\$200	\$200	\$600