

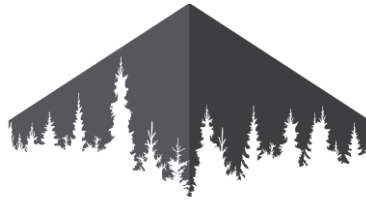
LABRADORCITY

2024

Labrador City Arena Advertising Package



**Promote your company
with us!**



LABRADOR CITY

Welcome!

The Labrador City Arena located at 405 Booth Avenue hosts a variety of programs, events, and sporting groups. The Arena provides an extensive variety of year-round activities including skating, hockey and soccer programs, special events, entertainment and more.

Learn about our many corporate advertising opportunities and be a part of the excitement!

Amenities

Arena and Area amenities include:

- ❖ One 185' x 85' ice surface:
- ❖ Rink includes seating for 1200 people, five dressing rooms, seating area to host concerts and events such as Cain's Quest, Winter Carnival.
- ❖ Full Ice Cover System for Winter Non-Ice Events
- ❖ Fully serviced canteen area
- ❖ Skate sharpening room
- ❖ Office area and boardroom for staff and other associations
- ❖ Reception and Meeting / Board Room Space for user groups
- ❖ First aid room
- ❖ Wheelchair and handicap accessible
- ❖ Paved parking for 445 vehicles with ample lighting
- ❖ Unobstructed views of ice surface
- ❖ Non-smoking facility

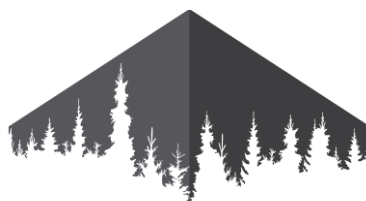
Our facility programs include, but are not limited to:

Fall/Winter

- ❖ Children's learn to skate program
- ❖ Convenient public skating sessions
- ❖ Junior/Senior Hockey
- ❖ Minor Hockey / Power Skating
- ❖ Tournaments and competitions
- ❖ Special events
- ❖ Concerts / Banquets

Spring/Summer

- ❖ Craft fairs
- ❖ Summer Program / Summer Camps
- ❖ Minor Soccer
- ❖ Special events and competitions
- ❖ Rollerblading, roller skating, ball hockey



LABRADORCITY

Opportunities

Dasher Board

Dasher boards (rink boards) are ice level advertising panels you see at all NHL arenas. There are dasher boards available throughout the arena. Advertising space is limited and available on a first come – first served basis.

Rink Wall

Rink Wall is area above the home and visitor benches. This area catches the spectator's eye by being directly across from the seating area. Advertising space is limited and available on a first come – first served basis.

Zamboni / Ice Resurfacer

Captivate the attention of viewers as they clean the ice before, after and in between hockey games and other on-ice activities. Your company logo, colors, and advertising can be a part of this eye-catching event. Brand the ice resurfacer to best suit your advertising needs. Be creative!

Under Ice Logos

Place your company's logo or advertisement directly beneath the ice surface to make a constant impression during on-ice activities.

RATES 2024

Location Cost	Size	Cost (1-year)	Notes
Dasher Boards	33" x 96"	\$750	2-year contract
Rink Wall- small	48" x 96'	\$1000.00	2-year contract
Rink Wall - large	96" x 96"	\$2000.00	2-year contract
Ice – Blue or Neutral Zone	Various sizes	\$1,500	1-year contract
Zamboni - Half	Magnets	\$2,500	Based on availability
Zamboni - Full	Magnets	\$5,000	Based on availability

* Company is responsible to provide the signage.

* HST Included

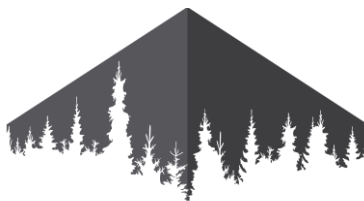
Completed contracts can be forwarded to:

Town of Labrador City Department of Parks and Recreation

Fax: 709-944-5277 / **Email:** recreation@labradorcity.ca

Mail:

PO Box 280
Labrador City, NL
A2V 2K5



LABRADOR CITY

ADVERTISING CONTRACT

Section A: General Information

Date: _____	Name of Business: _____
Business Billing Address: _____	
Business Contact Person and Title: _____	
Contact Phone: _____	Contact Email: _____

Section B: Sponsorship Information (please see sponsorship package for detailed information)

Please indicate which sponsorships(s) your business is interested in:	
BOARDS / WALLS (2 year contract)	mark x for this package ☐
___ Dasher Board (33" x 96") = \$750 per year	
___ Rink Wall Small (48" x 96") = \$1,000 per year	
___ Rink Wall Large (96" x 96") = \$2000 per year	
ZAMBONI / ICE RESURFACER	mark x for this package ☐
___ \$5,000 full sponsorship per year (both sides of Zamboni)	
___ \$2,500 half sponsorship per year (one side of Zamboni)	
UNDER ICE LOGOS (1 year contract)	mark x for this package ☐
Neutral Zone	Blue Zone
___ \$1,500 per year	___ \$1,500 per year

I, the undersigned, agree to the above selected advertising package for the years _____ to _____ at the corresponding rates which are to be paid by January 31st of each year the contract is valid.

Print

Signature

Date