

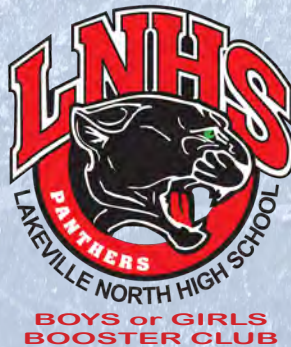
# Lakeville ARENAS

## Advertising Opportunities



## Helping Support Local Youth

15% of your fees go directly to the organization of your choice



Contact us at [info@lakevillearenas.org](mailto:info@lakevillearenas.org) / 952-985-2170

# Why Lakeville ARENAS



## Hard to Reach Desirable Audience

Youth Hockey or Figure Skating Families are generally higher income families with larger disposal incomes and very busy schedules who spend a large share of their time and money on activities that happen at or after the arena.

USA Figure Skating Avg. Household Income \$134,000

USA Hockey Avg. Household Income: \$128,900

An average skater and their parents visit the rink 4-5 times per week for practices, games, competitions, and other activities where they spend up to 2 hours per visit. These busy families are hard to reach through traditional advertising as they are always on the go, at the rink, or out with the team or children at other activities throughout the busy sports seasons.

## Much More than Branding & Impressions



When you advertise your brand and message at Lakeville Arenas you not only receive large impression numbers that build your brand recognition during each event you also display your values and commitment to supporting local youth. When you advertise at Lakeville Arenas a non-profit community organization you are helping keep costs down for the local non-profit youth programs, while also supporting them directly with 15% of your advertising dollars being donated to the organization of your choice who calls Lakeville Arenas home.



## Available Opportunities

**Dasher Boards:** Signage displayed on the rink boards receives multiple impressions during each event by hundreds of visitors and ends up in countless pictures shared by many on social media.

Ames North Rink 1: \$800 year 3 year term

Ames LHA Rink 2: \$500 year/3 year term

Hasse South Rink 3: \$800 year/3 year term

\* Dasher board signage provided by Lakeville Arenas.

## Scoreboard/Clock Sponsorships

Sponsor a scoreboard and receive exclusive branding and messaging on the most frequently checked and viewed area of the rink.



Ames North Rink 1: \$2000 year/3 year term + signage

Ames LHA Rink 2: \$1000 year/3 year term + signage

Hasse South Rink 3: \$1500 year/3 year term + signage

\* Signage expense is the responsibility of advertiser.

**Zamboni Advertising:** Visitors just can't take their eyes off the Zamboni. Wrap your brand and message around on of our three Zamboni's

Ames North Rink 1: \$1500 year/3 year term + signage

Ames LHA Rink 2: \$1000 year/3 year term + signage

Hasse South Rink 3: \$1500 year/3 year term + signage

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## In Ice Logos:

Be in the game with maximum exposure when you put your logo into the ice.



Ames North Rink 1: \$1500 year/3 year term + signage

Ames LHA Rink 2: \$1000 year/3 year term + signage

Hasse South Rink 3: \$1500 year/3 year term + signage

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