



2019-2020 Season

Douglas N. Everett Arena, Ice Den Arena, Tri Town Arena
Advertisement Opportunities

Ice Arena Advertising!



The **Black Ice Pond Hockey Association** manages the advertisements for the 2019-20 skating and tradeshow season for 3 local area arenas; the Douglas N. Everett Arena, Concord, Ice Den Arena, Hooksett, and Tri-Town Arena, Hooksett, NH!

Each Arena advertisement opportunity combines the exposure at the arena for 12 months as well as exposure at the Black Ice Pond Hockey Championship and Winter Festival at White Park scheduled for January 23-26th, 2020. This two-for-one opportunity allows for business exposure at the Arena and one of the hottest winter events in Concord, The Black Ice Pond Hockey Championship and Winter Festival!

Douglas N. Everett Arena - 15 Loudon Road, Concord NH

The Douglas N. Everett Arena is the home of the Concord Capitals Youth Hockey, Concord High School Boys and Girls, Pembroke Academy as well as adult hockey leagues and public skating. The ice at the Everett Arena is in for hockey and skating generally from September 1 through March 31. Tradeshows and other non-ice events occur in the arena from April through August.

Ice Den Arena - 600 Quality Drive, Hooksett NH

The Ice Den is the home of the NH Avalanche Youth & Jr Hockey Programs, Pinkerton High School and Southern New Hampshire University. In addition, the ice remains in year round and host men's leagues, youth camps and adult tournaments.

Tri-Town Arena - 311 W. River Road, Route 3A, Hooksett NH

Tri-Town Ice Arena is the home of the NH JR Monarchs Youth & Jr Hockey Programs, The New England Wildcats Girls Hockey Program and Bishop Brady and Londonderry High Schools. In addition, the ice remains in year round and host men's leagues, youth camps and adult tournaments.

We hope that your business will consider advertising at one or all of the Arenas as well as becoming involved in the *Black Ice* and look forward to partnering with you to benefit the Local Community!

Local Advertisement Exposure



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Douglas N. Everett Arena Advertising Opportunities

Dasher Advertisement \$1,000.00
(plus creative set-up fee \$135.00) \$ 135.00

- Dasher Advertisement 33' x 96'
- Advertisement will be in Everett Arena hockey rink dasher boards for 12 months from payment and placement (location - first come first serve)
- Advertiser will receive a secondary 2x8 sign over the main grandstand for 12 months
- Advertiser becomes a Shovel Sponsor at the 10th Annual Black Ice Pond Hockey Championship and Winter Festival at White Park, Concord, NH

South Wall Advertisement \$1,500.00
(plus creative set-up fee \$300.00) \$ 300.00

- 10 Available, 12' x 8' (see sample)
- Advertisement will be one of 10 advertisements on the arena's south wall

East Wall Advertisement \$2,500.00
(plus creative set-up fee \$480.00) \$ 480.00

- 6 Available, 8' x 23' (see sample)
- Advertisement will be one of 6 advertisements on the arena's east wall (pictured)

Zamboni Advertisement \$5,000.00
(plus creative set-up fee - To be determined)

East Wall, South Wall, and Zamboni Advertisements

- Advertiser can credit half of the amount towards presenting and event sponsorships at the 10th Annual Black Ice Pond Hockey Championship and Winter Festival (**Wall Advertisements: 1 – Presenting and 3 – Event Sponsorships available on a first come first serve basis, Zamboni Advertisement: Black Ice Sponsorship level negotiable**) for 12 months from payment and placement
- Multiple Sign Deal - Advertiser will be able to purchase secondary dasher for half price, discounted rate of \$500.00, for the same time period



Local Advertisement Exposure



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Ice Den Arena 1 Rink Advertising Opportunities

Dasher Advertisement \$1,000.00

(plus creative set-up fee \$135.00) \$ 135.00

- Dasher Advertisement 33' x 96'
- Advertisement will be in Ice Den Arena hockey rink dasher boards for 12 months from payment and placement (location - first come first serve)
- Advertiser will receive a secondary 2x8 sign over the main grandstand for 12 months
- Advertiser becomes a Shovel Sponsor at the 10th Annual Black Ice Pond Hockey Championship and Winter Festival at White Park, Concord, NH

Above Grandstand Advertisement \$1,500.00

(plus creative set-up fee \$300.00) \$ 300.00

- 5' x 15'
- Advertisement will be above the grandstand

Wall Advertisement \$2,500.00

(plus creative set-up fee \$300.00) \$ 300.00

- 20' x 20'
- Advertisement will be one of 10 advertisements on the arena's walls

Zamboni Advertisement \$5,000.00

(plus creative set-up fee - To be determined)

Grandstand, Wall, and Zamboni Advertisements

- Advertiser can credit half of the amount towards presenting and event sponsorships at the 10th Annual Black Ice Pond Hockey Championship and Winter Festival (**Grandstand and Wall Advertisements: 1 – Presenting and 3 – Event Sponsorships available on a first come first serve basis, Zamboni Advertisement: Black Ice Sponsorship level negotiable**) for 12 months from payment and placement
- Multiple Sign Deal - Advertiser will be able to purchase secondary dasher for half price, discounted rate of \$500.00, for the same time period

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Advertisement Opportunities



Tri-Town Ice Arena 2 Rinks Advertising Opportunities (per rink)

Dasher Advertisement \$1,000.00

(plus creative set-up fee \$135.00) \$ 135.00

- Dasher Advertisement 33' x 96'
- Advertisement will be in Tri Town Arena hockey rink dasher boards for 12 months from payment and placement (location - first come first serve)
- Advertiser will receive a secondary 2x8 sign over the main grandstand for 12 months
- Advertiser becomes a Shovel Sponsor at the 10th Annual Black Ice Pond Hockey Championship and Winter Festival at White Park, Concord, NH

Above Grandstand Advertisement \$1,500.00 (North Rink Only)

(plus creative set-up fee \$300.00) \$ 300.00

- 5' x 15'
- Advertisement will be above the grandstand

Wall Advertisement \$2,500.00

(plus creative set-up fee \$300.00) \$ 300.00

- 20' x 20'
- Advertisement will be one of 10 advertisements on the arena's walls

Zamboni Advertisement \$5,000.00

(plus creative set-up fee - To be determined)

Grandstand, Wall, and Zamboni Advertisements

- Advertiser can credit half of the amount towards presenting and event sponsorships at the 10th Annual Black Ice Pond Hockey Championship and Winter Festival (**Grandstand and Wall Advertisements: 1 – Presenting and 3 – Event Sponsorships available on a first come first serve basis, Zamboni Advertisement: Black Ice Sponsorship level negotiable**) for 12 months from payment and placement
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