



2021-2022 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 2021-22 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 28-30th, 2022. 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. Tradeshow 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 your business will consider advertising at one or all of the Arenas
and become involved in *Black Ice*.**

We look forward to partnering with you to benefit your Local Community!

Local Advertisement Exposure



2021-2022 Season



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



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 11th 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 11th 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



2021-2022 Season



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



Douglas N. Everett Arena Advertising Opportunities

Level	Cost	Description	
Dasher	\$1,000.00 (plus production fee \$135.00)	33'x96'	Dasher location based on first come first serve Advertiser will receive a secondary 2x8 sign over the main grandstand for 12 months
South Wall	\$1,000.00 (plus production fee \$300.00)	12'x12' (10 Available)	Advertisement will be one of 10 advertisements on the arena's south wall above main grandstand
East Wall	\$2,500.00 (plus production fee \$480.00)	8'x23' (6 Available)	Advertisement will be one of 6 advertisements on the arena's east wall
Above Scoreboard	\$2,500.00 (plus production fee)	1 Available	Advertisement will consist of all (4) four panels above scoreboard. Scoreboard hangs in center of arena
Score Box	\$2,000.00 (plus production fee)	1 Available	Advertisement will consist of single position above playing bench and runner behind both benches
In Ice Blue Line	\$1,500.00 (plus production fee)	1 Available	Advertisement in ice location in zone in both ends running parallel to blue lines
In Ice Mirror	\$1,200.00 (plus production fee)	1 Available	Advertisement consists of (2) two mirrored positions at center ice
Main Grandstand Staircase Risers	\$1,200.00 (plus production fee)	1 Available	Advertisement will consist of all (5) five staircase runway risers on main grandstand
Main Stairway(s) to Balcony	\$1,000.00 (plus production fee)	1 Available	Advertisement will consist of (2) two stairways to balcony located in west end of arena
Balcony Bleacher Risers	\$750.00 (plus production fee)	1 Available	Advertisement will consist of (3) three grandstand balcony stairway risers
Zamboni	\$5,000.00 (plus production fee)	1 Available	Advertisement will be on arena zamboni

— Advertisements at the \$1,000 or higher levels can credit half of advertisement level toward a Black Ice Pond Hockey Sponsorship i.e. \$1,000 advertisement = \$500 Black Ice Sponsorship, \$2,500 Advertisement = \$1,250 Black Ice Pond Hockey Sponsorship

— Advertisements and sponsorships are available on a first come first serve basis for a 12 month period from payment and placement

— Multiple Sign Deal - i.e. advertiser will be able to purchase secondary dasher for half price for a discounted rate of \$500.00, for the same time period. Additional elements of advertisement are also available for the multiple sign deal for at least a discounted rate of \$500 and may be negotiable

Local Advertisement Exposure

[Click here for Advertisement Inquiries](#)



2021-2022 Season



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



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 11th 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 11th 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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Douglas N. Everett Arena, Ice Den Arena, Tri Town Arena
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 11th 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

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