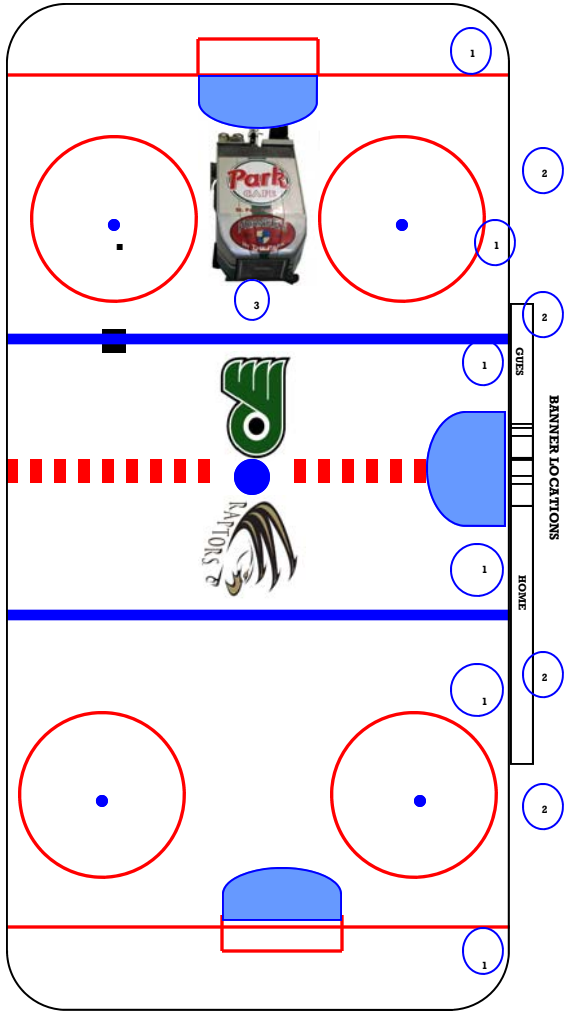


COTTAGE GROVE ICE ARENA



Ad Locations:

1. Dasher Board Ads
2. Wall Board Ads
3. Resurfacer Ads

Cottage Grove Ice Arena
8020 80th St. S.
Cottage Grove, MN 55016

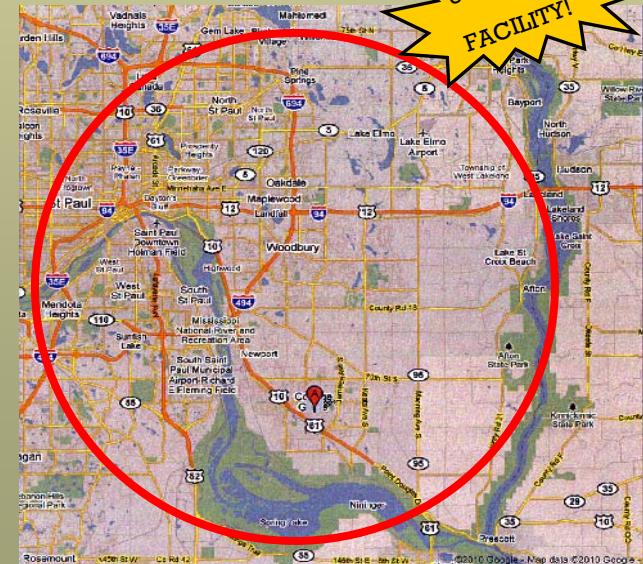
ADVERTISE HERE!



8020 80th St. S.
Cottage Grove, MN 55016
Phone: 651-458-3400
Fax: 651-458-3444

Website: www.cottage-grove.org

Target Market Area



Shoot and score with your marketing dollars!

What makes advertising at the Cottage Grove Ice Arena a good marketing tool?



- Over 5,000 people on average will walk through our doors each week throughout the year. By advertising at the Cottage Grove Ice Arena your business will gain repetitive exposure to highly affluent participants and their families.
- Our Facility is home to the Park Boys and Girls Hockey Teams, East Ridge Boys Hockey Team, Cottage Grove Hockey Association, Cottage Grove Skating School, Cottage Grove Fine Line Figure Skating Club, multiple hockey/skating camps and clinics. There are also Adult Hockey Leagues, Public Skating, and Special Events making the Cottage Grove Ice Arena perhaps the most heavily trafficked spectator facility in the city.
- Cottage Grove hosts multiple hockey tournaments throughout each season. This includes premier regional and state tournaments drawing in patrons from throughout the metro and Midwest region.
- It is affordable! Our rates will ensure a great return on your advertising dollar.
- Cottage Grove Ice Arena offers a captive audience with a wide array of target markets.

Why is advertising at the CG Ice Arena preferable over other forms of advertisement such as newspapers, internet, TV and mailings?

- Your potential customers are captive, they cannot turn the page, fast forward, or throw away your message.
- The advertisement is reinforced thousands of times on your selected demographic each time they enter the building.
- Typical patrons are in the Ice Arena for an hour or more each visit increasing your exposure potential.
- Arena patrons range from 2 to 102 years old, all levels of education and careers, single to large families, and many more target market specific to your needs.
- Your advertisement shows a sense of commitment to the community and its families.

Who benefits from my advertisement?

- The Advertiser: your message is witnessed by thousands.
- Youth: Advertising revenue helps the CG Ice Arena keep ice rental rates reasonably priced so all youth have the opportunity to participate in hockey & ice skating.
- Community: Other programs such as public skating, spectator events, and birthday parties make the ice arena a facility designed for the entire community.

DASHER BOARDS

Dasher Board advertisements tend to be the most popular form of advertising in the Ice Arena industry today! These ads surround the surface of the rink and provide the most visible and lengthy exposure



3' X 4" Advertisement = \$500/yr

3' X 8" Advertisement = \$850/yr

Ad Description: Clear lexan is mounted over each advertisement for protection. The Ice Arena will provide the installation of the sign. The actual production of the sign is the responsibility of the advertiser. However, the Ice Arena can help you in contracting out design and production work. Any modifications made after the installation will be the responsibility of the advertiser. The ice arena will pay for all set up fees on 3 year contracts.

WALL ADS

These advertisement spaces are available above each player box. This location is directly across from the bleacher viewing area and near the scoreboard for maximum exposure. Ads are made from lightweight laminated board and are the responsibility of the advertiser.

3' X 4" Advertisement = \$350/yr

3' X 8" Advertisement = \$500/yr



ICE RESURFACERS

Every time the Olympia or Zamboni's make their popular appearance, your message is proudly on display. These ads are guaranteed to get attention. Artwork will be paid for by the arena. Minimum of three-year contracts are required for these advertisements.

TOP = \$1,000/yr

SIDE = \$1,250/yr

