

2020-2021 Pop Whalen Ice Arena Advertising Opportunities

To purchase an Ad:



Types of Ads

Dasher Board: thin vinyl ad mounted directly on dasher boards as pictured above. High visibility. FREE annual replacement included in cost (if damaged).

Center Ice Logo: Your business logo will be front and center as a full size logo painted directly into the ice with the hockey lines. Only 1 spot available, goes to the highest bidder!

Zamboni Logo: Your business logo will be on all three sides of Zamboni. Only 1 spot available, goes to the highest bidder!

1. Fill out form below and return with payment to Wolfeboro Parks and Recreation at PO BOX 629, Wolfeboro, NH 03894.
2. Make checks payable to Wolfeboro Parks and Recreation.
3. Contact local sign shop to design and order your ad (*Wolfeboro Parks and Rec will pay for the ad*)
 - o Harriman Sign and Design 603-569-4550
 - o JC Signs 603-569-5335
4. To order replacement ad, contact sign shops above.
5. Have the ad delivered to the Pop Whalen Arena.
6. Arena staff will install your advertisement as soon as it is received and payment is complete

Ad Guidelines:

- Dasher Board ad sizes
 - o 32" high x 96" wide
 - o 32" high x 48" wide
- Material should be "Oracal 365 adhesive back with clear laminate"
- Pricing includes cost of dasher board vinyl replacement each year.
- Advertisers pay an annual fee (\$425-525) to pay for the ad and display it in the arena.

Visible year round during Hockey season October-March & off season April-June & September WPRD Corn Hole

Business Name:		Contact Name:	
Street Address:			
City, State, ZIP:			
Phone:	Cell:	Email:	
Type of Advertisement:			
<input type="checkbox"/> Dasher Board Ad 32" x 96" \$525 (Buy 2 years now and get the second year 50% off) That's a savings of \$262.50			
<input type="checkbox"/> Dasher Board Ad 32" x 48" \$425 (Buy 2 years now and save 212.50) That's a savings of \$212.50			
<input type="checkbox"/> Center Ice Logo \$2,500 minimum bid, includes stencil creation and painting costs. Submit sealed bids labeled "Center Ice Ad Bid" to Christine Collins, Parks and Recreation, PO Box 629, Wolfeboro, NH 03894. Your Logo will be displayed for 2 years, submit bid September 11 th by 2pm.			
<input type="checkbox"/> Zamboni Logo \$2,500 minimum bid, includes wrap creation. Submit sealed bids labeled "Zamboni Bid" to Christine Collins, September 11 th by 2pm.			
Payment Enclosed:			
Special Instructions/Requests:			

Pop Whalen Ice & Arts Center now offering Center Ice Logo!



Imagine your logo visible to over 65,000 visitors annually! The logo is actually painted onto the ice in the middle of the rink and then sealed over with more ice for a permanent image that lasts the entire season.

When all eyes are on the action on the ice, your company name will be front and center.

Great opportunity to promote your business and support for your hometown rink!

How it works:

- Center Ice advertising rights will be granted to the single highest bidder.
- Bids start at \$2,500.00 for the entire 2020-2021 season (October 2020-March 2021). Winning Bid includes logo installation—no additional production costs on top of your bid.
- Fill out order form with this letter and write the amount of your bid in the “Special Instructions/Requests” field. No need to include payment until winning bidder is determined.
- Sealed bids should be labeled on the outside of the envelope “**Center Ice Ad Bid**” and mailed to Christine Collins, Parks and Recreation, PO Box 629, Wolfeboro, NH 03894.

Submit your bid by 2pm September 11th 2020!

Pop Whalen Ice & Arts Center now offering Zamboni Logo!



Imagine your logo visible to over 65,000 visitors annually! The logo is actually a wrap onto the Zamboni with an image that lasts the entire season.

When all eyes are on the action of the Zamboni on the ice, your company name will be front and center.

Great opportunity to promote your business and support for your hometown rink!

How it works:

- Zamboni advertising rights will be granted to the single highest bidder.
- Bids start at \$2,500.00 for the entire 2020-2021 season (October 2020-March 2021). Winning Bid good for 2 years.
- Fill out order form with this letter and write the amount of your bid in the "Special Instructions/Requests" field. No need to include payment until winning bidder is determined.
- Sealed bids should be labeled on the outside of the envelope "**Zamboni Ad Bid**" and mailed to Christine Collins, Parks and Recreation, PO Box 629, Wolfeboro, NH 03894.
 - **Submit your bid by 2pm September 11th 2020!**