

South Windsor Arena 2009 - 2010 Dasher Board Advertising Program



The South Windsor Arena has been family-owned & operated since 1972.

The 24 acre complex houses:

- a full service ice skating rink
- the largest hockey retail / wholesale operation in the country
- South Windsor Giant Grinder & Pizza – the town's oldest continuously run restaurant.

**Expose your business to thousands of potential customers from
throughout Connecticut and the region.**

Over 300,000 people frequent events held here at the arena annually.

Your ad will receive approximately 100 views per event per spectator.

This equates to hundreds of thousands of views per ad each year.

Why advertise with us?

South Windsor Arena is home to:

- 2 local high schools – South Windsor High School and Tri-Town High Hockey
- Seven local and international hockey camps and schools
- Mens' and womens' adult hockey leagues
- South Windsor Youth Hockey - a local 200 member organization
- Connecticut Northern Lights - the largest girls hockey organization

We host:

- The Polar Bears Christmas Tournament - North America's largest all girls tournament
- Numerous community, regional and national tournaments
- Charitable events as well as public skating and birthday parties

Let OUR business help YOUR business!

Our groups, programs and organizations bring in thousands of customers annually – which means thousands of prospective customers just waiting to be exposed to your business.

If you're looking for the biggest bang for your buck in this tough economy - this is it!

Dasher board ads are available directly across from the bleachers in our 1000 person seating area. Your 4 x 6 ad will run for a **full year** and the cost will range from \$700 - \$1,000 depending on size and placement. *Other advertising opportunities are also available – just call for more info.* All we need is your digital art work and we will handle the rest. Your ad or logo will be reproduced in FULL COLOR according to your specifications. Once the ad is installed it is covered with a clear sheet of Lexan for protection. If you're interested in pursuing a great advertising opportunity as well as promoting goodwill in the community by supporting these youth programs, or if you have any questions please contact: **STEVE GRIGORIAN**

Phone: 860-289-3401 **Email:** Steve@hockey1.com

South Windsor Arena
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