

# South Windsor Arena 2010 – 2011 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
- The Connecticut Chiefs – a U16 Midget Minor AAA team

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 organization help YOUR business!

These 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 boards are available directly across from the 1,000 seat arena bleachers. The 4-6 foot ad will run for one year and cost will range between \$700.00 - \$1,000.00 depending on both the size and placement of the ad. Other advertising opportunities are available. All you need to do is provide us with your artwork, we'll handle the rest. Your ad or logo will be reproduced in FULL COLOR according to your specifications and covered with a clear sheet of Lexan upon installation to protect it. If you're interested in pursuing an advertising opportunity for your business or have any questions, please contact: **Steve Grigorian (860) 289-3401 Steve@hockey1.com**

South Windsor Arena  
585 John Fitch Blvd. PO Box 88  
South Windsor Ct 06074