

# South Windsor Arena 2021-2022 Dasher Board Advertising Program



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

The 4 acre complex houses:

- a full service ice skating rink
- the largest hockey retail / wholesale operation in the country
- South Windsor Giant Grinder & Pizza – reopening coming!

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

Over **500,000** 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:

- Our local high school – South Windsor High School 158 hours on the ice with 100+ attending games and practices
- USFSA Basic Skills program
- Several local and five international hockey camps and schools – Greg Carter Camps, Top Speed, Duskocy's, Ice Breakers, Stamm Power Skating, Robby Glanz, Simply Defense, and Pro Ambitions - totaling 100+ hours of spectators to each event
- Mens' and womens' adult hockey leagues (such as the Beer League) with spectators at each game
- South Windsor Youth Hockey – a local 300 member organization
- 3 college club teams: UConn, Eastern CT and UHart's club team, which bring hundreds of spectators

### We host:

- Numerous community, regional and national tournaments
- Charitable events as well as public skating, fundraising and birthday parties
- Local Recreation Department Learn to Skate. Over 300 participants from August – March. Local families participating
- Spring Classic Hockey tournament – 10 weeks, 72 teams, 1,000 players, players and spectators from all over Connecticut, Massachusetts & Rhode Island.

## 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: **Andrew Petrin**

**(860) 289-3401**

**[Andrew@hockey1.com](mailto:Andrew@hockey1.com)**

South Windsor Arena  
585 John Fitch Blvd. PO Box 118  
South Windsor Ct 06074



**South Windsor Arena / Hockey 1  
Dasher Board Sponsorship Registration Form**

Sponsor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsor's Website: \_\_\_\_\_

- Check Enclosed (Payable to "South Windsor Arena")
- Credit Card (Mastercard, Visa or Discover)
- Goods or services in lieu of cost (please discuss w/ Andrew beforehand)

Signature: \_\_\_\_\_

Card # \_\_\_\_\_ exp. date: \_\_\_\_\_ CVV \_\_\_\_\_

**Please mail to:** South Windsor Arena  
Attn: Andrew Petrin  
PO Box 118  
South Windsor CT 06074

**\* Enclose advertisement or email your digital file to:** [Andrew@hockey1.com](mailto:Andrew@hockey1.com)

Any questions call: 860-289-3401