

South Windsor Arena 2017 - 2018 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 **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
- Several local and five international hockey camps and schools – Greg Carter Camps, Ice Breakers, Stamm Power Skating, Echo Rising Stars, Robby Glanz, Simply Defense, Pro Ambitions and Ct Mongoose Tournament - 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 – 150+ spectators from South Windsor and surrounding towns.
- UConn's club team and UHart's club team which bring hundreds of spectators
- Spring Classic Hockey tournament – 10 weeks, 72 teams, 1,000 players, players and spectators from all over Connecticut, Massachusetts & Rhode Island.

We host:

- Numerous community, regional and national tournaments
- Charitable events as well as public skating, fundraising and birthday parties
- Local school after hour skating program
- Local Recreation Department Learn to Skate. Over 300 participants from August – March. Local families participating

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



**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 with Steve beforehand)

Signature: _____

Card # _____ expiration date: _____

Please mail to: South Windsor Arena
Attn: Steve Grigorian
P.O. Box 88
South Windsor CT 06074

*** Enclose advertisement or email your digital file to:** Steve@hockey1.com

Contact Steve with any questions at 860-289-3401