

William B.
TROUBH
ICE ARENA



**EXPOSE
YOUR
BUSINESS**



April 2015

Greetings

I am writing to you today, as the new manager of the William B. Troubh Ice Arena, to invite you to participate in an exciting advertising program for your business, while at the same time affording you the opportunity to support local skating programs.

We recognize that advertising dollars are treasured and we are absolutely convinced that our offering is unmatched locally, is affordable and will provide a good return on your investment. since our program provides a targeted and captive audience. I'm talking about your company name and logo being displayed in our facility. We have space on the Wall, on the Board and even in the Ice where you can display your company, logo or message.

Our facility is open 16 hours per day and 80,000 skaters converge on our facility annually. With them come 200,000 family members or friends and spectators. These thousands of people may already be your customers and we know they appreciate your support of youth skating. If they are not already your patrons, your advertisement will allow you to score new customers.

Think about the numerous hours your customers spend at the arena watching their relatives and friends practice, compete or just plain relax. Where do their eyes roam during the action and in between? On the Board, on the Wall, on the Ice and even on the Olympia!

Dozens of local companies have already decided that the Troubh Ice Arena is a great place to spend their hard-earned advertising dollars. Many comment on the value they get for their small investment of as little as \$500 with new and return business. Come join them!

Call me at your convenience and we can discuss the various opportunities and I can share the fee structure with you.

I look forward to our discussion!

Alex Marshall
774-8553



ADVERTISING DASHBOARD

This is an opportunity to put your business logo right into the action! Catch the eye of 200,000 spectators as they watch the action on the ice. This is the same as you see on television in the larger venues, at a fraction of the cost. Each display is 3' H x 8' W. A substantial amount of space for you to get your message across.

Keys to a successful Ad!

- Keep it simple
- Use high contrasting colors
- Forget about fancy font styles
 - Use BIG font sizes
- Laser focus on 1 key objective
- Narrowly target your audience
- Be **bold**, courageous and daring

DASHER MEDIA



ONLY **\$750** per year*

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225 Park Ave • Portland • Maine • 207-774-8553

Mgr: Alex Marshall • Amarshall@Portlandmaine.gov

WRAP THE OLYMPIA "ICE BEAR"

A truly unique, "one of a kind" location. Your business ad is placed right on the electric ice resurfacing machine. By displaying your message here you will be front and center during every event. The "young" to the "young at heart" are mesmerized by this machine as it cleans the ice. There is only limited space available, so be quick to take advantage of this catchy advertising opportunity!

"Everyone from the young, to the young at heart are mesmerized by this machine as it cleans the ice."

ONLY **\$5,000** per year*
(with a 3 year contract plus production costs)



Turn that
←

INTO

This!
→



IN-ICE LOGO PLACEMENT

For about \$2.75 per day you can be guaranteed to have your perspective customers talking about your advertisement at the Trough Ice Arena. These ad's are actually placed right into the ice surface and are in constant view anytime the arena is open.

Your Logo Here!



ONLY
\$1,000
per year

TIA Patron Profile

Our facility is kept busy by a broad range of people from the Greater Portland area. Please take a minute to read through the following information so you can get to know our customers, after all, they are potential customers of yours as well!

Greater Portland Population:

600,000 people.

Age:

12% 60 years of age or older
68% between the ages of 19-60
20% under the age of 18

Dollar for dollar no other form of marketing can match the efficiency of advertising with the Trough Ice Arena. Did you know that the combined national average cost of newspaper, television and radio advertising is \$6.38 per every 1,000 views. The cost for every 1,000 views here at the arena is \$1.03.

71% of our customers earn over \$50,000 annually.



WALL BANNER ADVERTISING

Located directly across from the spectators bleacher area and above the player benches. This placement offers high profile visibility from every seat in the house. Our most popular choice, this advertising opportunity is a huge bang for the buck!

Your Message Here!



ONLY \$500
per year!

Learn to Skate program reaches thousands each year

This year marks our 31st season servicing the needs of Greater Portland's skating community. That is quite a feat in the arena business, and we are going stronger now than ever.

Since our doors swung open in 1984, we have proudly offered our ISI Learn to Skate lessons. To date, over 20,000 people, young and old, have learned how to skate at Trough Ice Arena. As business owners, I feel we have an obligation to support the youth of today. These same kids that are lacing up their skates here on Saturday morning's will be Sales Reps, Accountants, and V.P.'s that make up the local work force in just a few short years. It is venues like ours that allow these kids to learn to dream, set goals, and most importantly; work towards achieving them. Because of the support of area businesses like yours, we are able to continue to offer these programs at an affordable rate.

When the skater's parents, grandparents, aunts and uncles see your sign at Trough Ice Arena, they will know that your business supports today's youth and the dreams that inspire them.

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Investing in today's youth, building tomorrow's leaders

Today's youth are the leaders of tomorrow. What better investment is there for your business, than to expose your services to the thousands of families that use the arena each week? By doing so, it will allow us to offset steep operating costs so that people can benefit from our programs for years to come. Facilities like Trough Ice Arena, afford the youth the place to dream, and more importantly the avenue to pursue those dreams. All the while, they are learning life-long skills on how to set goals and how to work towards achieving them. Additionally, the more structure and extra-curricular activities that our kids can get involved in, the less likely they are to get off track.

We know you are constantly targeted for support. However, I am convinced that you will find this to be a magnificent way to spread the message about your business and the services you provide.

Either way, we wish you and your company a wonderful year, and hope that you are as energized as we are about this opportunity. To get started today please contact the Arena Manager, Alex Marshall@ 774-8553 or Amarshall@portlandmaine.gov

With the troubling economy, and uncertain futures for many, take advantage of our ridiculously low rates, and get involved. Invest your money back into the communities that your business caters to, and I am certain it will be a winning combination for both of us.



ADVERTISING CONTRACT



Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone Number: _____

Email: _____

WE OFFER THE FOLLOWING ADVERTISING OPTIONS:

Package 1

Wall Banner
4ft. X 8ft.
\$500/year

Package 2

Dasher Board
3ft. X 8ft.
\$750/year

Package 3

In Ice Logo
10ft. X 10ft.
\$1,000/year

3yr contract increments**

Package 4

Ice Bear Logo
Full Wrap
\$5,000/year

Special: Combine any 2 packages, and receive 50% off package of lesser value

**Ice is removed and new logo's are installed every 3 years

TERMS & CONDITIONS

1. Production costs are the responsibility of your company
2. Advertising year runs for 12 months from the date the Ad is installed
3. Arena Management needs to approve all artwork before production. TIA has an agreement with Banacom Sign, however your company does have the right to use your own resources for sign construction
4. There are mandatory specifications for all advertising materials so please consult with Rink Staff before choosing an alternate sign company
5. Advertising fees must be received before your advertisement will be displayed
6. Please make checks payable to Trough Ice Arena

Approved By: _____

Date: _____

OFFICE USE ONLY

Employee: _____

Approved By: _____

Package # (s): _____

Date Paid: _____

Total Cost: _____

Date Installed: _____