

Sport Sells!

Promote your business to a captive audience of over one million people.

Increased Exposure = Increased Sales

Deliver your message to a captive audience.

Annually,

- ❖ Over 1 million visitors anticipated at Seymour-Hannah Sports & Entertainment Centre
- ❖ 200,000 users at other arenas & parks annually
- ❖ 100,000 users attracted at each Community Centre & Senior Centre
- ❖ 80,000 swimmers at West Park Pool
- ❖ 10,000 soccer and baseball games
- ❖ 38,000 rounds of golf played

Your Customer is our Customer

Reach your target market with high visibility

- ❖ Public skating and swimming attract families, children, youth, adults, & seniors.
- ❖ Minor sport leagues and programs cater to children & youth while maintaining an audience of parents & grandparents.
- ❖ Tournaments attract tourists from across Ontario and the United States.
- ❖ Older adults with a higher discretionary income visit senior centres, pools, parks, & golf course.
- ❖ Park signage draws attention of street traffic passing outdoor facilities.

Benefits of Advertising in Facilities

- ❖ High Visibility with up to a million views
- ❖ Affordability by spending less than \$5 a day for signs
- ❖ Production and installation included with most signage
- ❖ Position your business as a strong supporter of Recreation and Community Services

Advertising Spaces Available

- | | |
|----------------|---------------------|
| ❖ Rinkboards | ❖ Tee Markers |
| ❖ Ad Displays | ❖ Ice Logos |
| ❖ Scoreboards | ❖ Leisure Guide Ads |
| ❖ Sport Boards | ❖ Golf Card Ads |

Contact:

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Available Advertising Opportunities

Rinkboards

- Seymour-Hannah Standard board, pressure sensitive vinyl decal 96”w x 32” h
- Other arenas standard board, styrene 96” w x 40” h with 2” bleed under lexan
 - Seymour – Hannah Rankin Rink 1 \$1300
 - Seymour – Hannah Kiwanis Rink 2, 3, 4 \$1000
 - Bill Burgoyne, Haig Bowl, Rex Stimers \$ 700
- Premium board, 5’ x 5’ vinyl sign affixed above rink \$1200
- Mini Rink board 4’ x 4’ vinyl decal \$ 800

If multiple boards are purchased, a discount of \$50 per board will be applied.

Score Boards

- Illuminated Signs at Seymour-Hannah Sports & Entertainment Centre
 - Hanging Score Board
 - middle panels, 96” w x 24” h \$1200
 - corner sections, 29.5”w x 23.5”h \$2000
 - Wall Mounted Score Board, 36”w x 24”h \$ 600
 - Time of Day Clock, 42.75”w x 35.75”h \$ 700
 - Shots on Goal Board, 48.75”w x 47.75”h \$ 800

Ad Displays

- 5’ x 5’ Vinyl digital output print affixed to 1/8 inch aluminum panel \$1400
- 8’ x 8’ Vinyl digital output print affixed to 1/8 inch aluminum panel \$2500
- 2’ w x 3’ h framed poster displays with digital output print \$ 600

Sport Boards

- 4’ x 8’ signs affixed to the fence bordering sport fields \$1200

If multiple boards are purchased, a discount of \$50 per board will be applied.

Waste Container boards

- 38” w x 30” h panel inserted behind Lexan \$1300

Golf Tee Signs

- 10” x 6” sign on bottom of tee markers at Garden City Golf Course \$ 500

Window Sign

- 68.5” x 56.5” perforated window vinyl sign at Garden City Golf Course Clubhouse. \$1200

Advertising materials should be submitted in pdf format created at full size at 90 dpi or half size at 200 dpi. An EPS or high resolution JPG file will be acceptable if created at full size at 150+ dpi.