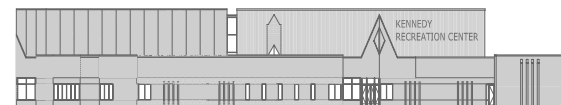




Kennedy Recreation Center

(734) 675-7300 MAIN LINE



SPONSOR PACKAGES

BACKLIT SUITE SIGNAGE

(Three available, approx. 20' x 3')

Help light up our main arena! Put your company's name and logo on the front of one of our nine "new" suites in our main arena. Our elevated suites will face the general seating area in the main arena, which will seat close to 1,000 spectators. These lights will remain on even when the suites are not in use.

Backlit Suite Signage \$4,500.00/year (3 year contract). "Face of the sign" created and installed with advertiser pdf artwork. One time fee, price varies from \$1000-1300

ICE RESURFACER SIGNAGE

(Approx. 3'X 3')

Who doesn't love the Zamboni? Expose your business or organization to facility users and spectators via ice resurfacers and you will be sure to leave a lasting impression. Our three arenas will be resurfaced numerous times throughout the day. Your logo will appear on two sides of our Zamboni.

Ice Resurfacers \$6,000.00/year per ice resurfacers (3 year contract)

Advertisement on (2) sides of ice resurfacers. (2) Ice Resurfacers available. Resurfacers signage approx. \$150-300 one time fee.

BACKLIT SCOREBOARD SIGNAGE

(Approx. 3' x 9')

Your company's logo will shine bright next to one of our scoreboards. Just think about how many times spectators look up to the scoreboard to see how much time is left on the clock and who's ahead in the game. The signs will be on even when the scoreboard is not in use.

Scoreboard Signage: (Approx. 3' X9')

\$6,000.000/year (3 year contract)

"Face of the sign" advertiser to provide artwork and color schemes. Price will vary depending on artwork and color schemes.

OUTDOOR POOL SIGNAGE (3 X 6 Banner)

\$500.00 includes 1 color banner May- Sept.

Indoor lobby Sept.- May add \$200.00

COMMUNITY MARKETING

DASHBOARD SIGNAGE

(Several available, approx. 3' x 8')

The most popular advertising avenue... dashboards offer one of the most effective ways to display your company's logo and message to users and spectators.

PLATINUM: \$1,800.00/year (3 year contract)

Advertisement on (2) boards in each of our (3) arenas* (6) signs total

GOLD: \$1,500.00/year (3 year contract) Advertisement on (2)boards in (2) of our arenas * (4) signs total

SILVER: \$1,200.00/year (3 year contract) Advertisement on (2)boards in (1) of our arenas (2) signs total*

Price does not include cost of sign or laminate overlay. Approx. 150-300/each installed. Dashboard signage typically has a life span of (1) year.

WALL BANNER SIGNAGE

(Many available, 3' W x 6')

Want to impact our patrons as soon as they walk into the arena... then wall banner signage is the way to go. Wall banners will be located inside the arenas and in our lobby which will house our pro-shop, skate rental center, concessions area, arcade and Parks & Recreation Department offices.

Wall Banner \$500.00/year (3 year contract).

Price does not include banner price. Full color banner installed- One time fee \$180-250 pending file requirements

IN-ICE SIGNAGE (Approx. Size: 10' x 9')

Your company's name and logo will actually become a part of our ice sheet. These hand painted logos will be highly visible for all to see.

In-Ice Signage \$3,500.00/year (2 year contract) (between blue lines) *

Stencil & Labor: One time cost approx. \$370-400 per sign installed

Sponsorships over \$1000 include: Brochure rack display, discount in ice show ads, Buzz Annual Calendar/ Directory ad discount, Table display at tournaments, Suite sponsorship availability for tournaments, Web site logo & Link, Restroom ad placement with sign purchase.

FUNDRAISING

If your team needs an **easy fundraiser**, sell KRC advertising. Your team gets **10% back** with any one year contract.

How about a **team Spirit Banner** that will hang all fall season in the Main Rink or Lobby? For a special price of \$540 including a one color 3 X 6 banner printed with your team logo, roster and any messages. Your team could sell "banner happy ads" that parents could buy for their child or their business and list the participating names at the bottom of the banner, if each family sold 1 @ \$50/each for example the team makes \$210 if all 15 players sell one.

Artwork & Signs

Advertisers are responsible for the production of their own signage. The Trenton Parks & Recreation Department will provide all advertisers with a list of potential sign companies in the area along with general sign specifications or place the order for you at wholesale pricing.

The best signs are those with short, meaningful messages (in large letters). These signs promote the highest VISIBILITY are easily readable from a distance. As a rule of thumb, a congested sign is not the way to go. Simple signs (including the name, phone number and address or directions) will enhance your company's advertising dollar.



More Information or
to schedule a tour call Kathy
Phone: (734) 676-9561
E-Mail: kane@marketinsights.us

3101 West Road
Trenton, MI. 48183