

Nick Smith Centre

Sponsorship, Advertising, and NSC Arena Revitalization



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• WHERE THE RIVERS MEET •

Sponsorship, Advertising, and NSC Arena Revitalization

The Town of Arnprior is implementing an arena revitalization project to replace the aging infrastructure, improve accessibility and create new meeting and storage spaces. Staff consulted with representatives of Arnprior Minor Hockey Association (AMHA), Arnprior McNab Ringette Association (AMRA), Arnprior Figure Skating Club (AFSC), Arnprior Packers and the Arnprior Rivermen in September of 2023 to record user group wants and needs during the initial planning of this project. Town Council was provided 4 options and the current design was selected as the best value for the Nick Smith Centre.

The current projected construction windows where ice time will be unavailable are:

- Glenn Arthur Arena: February 17, 2025 - Fall 2025
- Bert Hall Arena: March 17, 2025 - Fall 2025

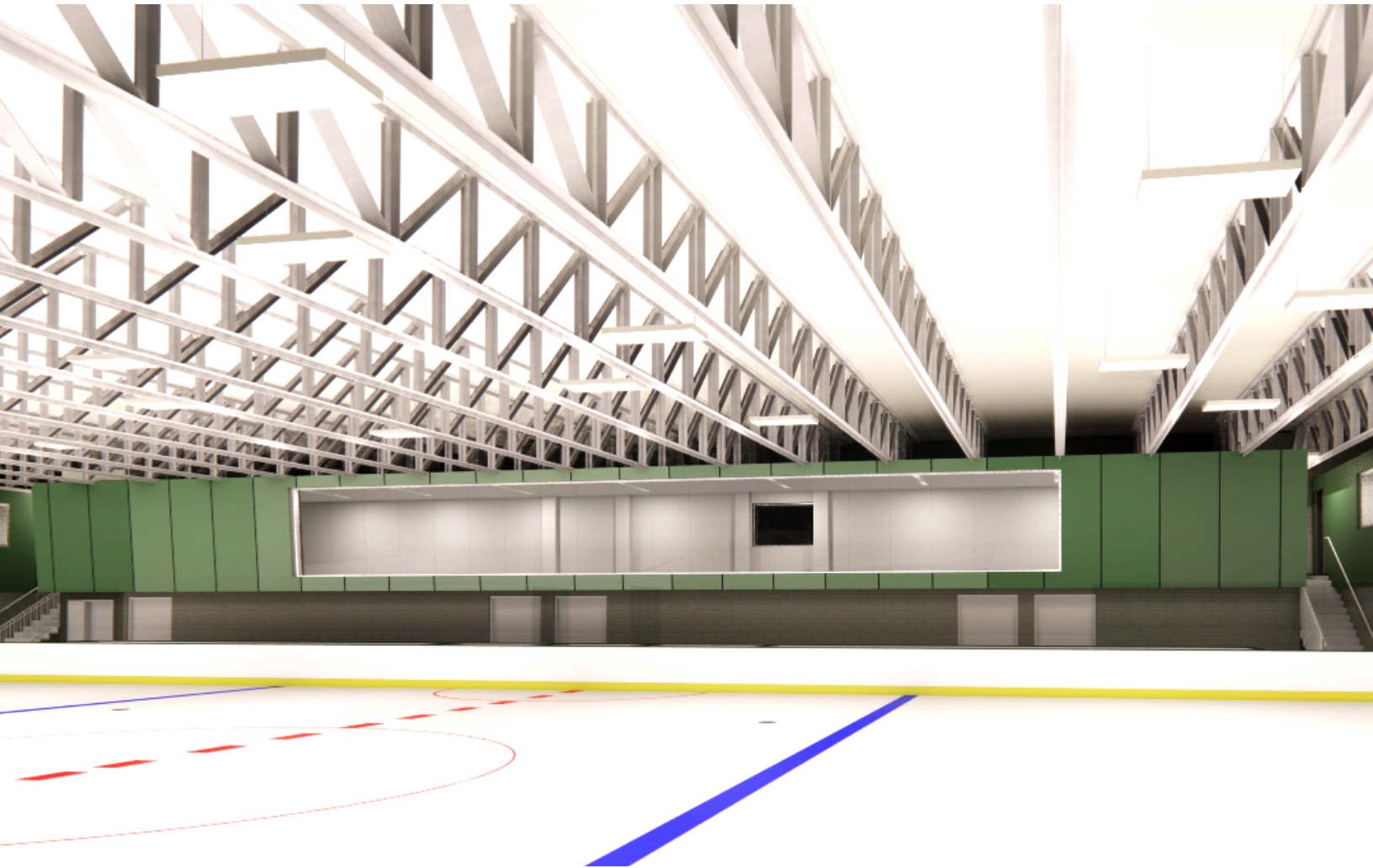
Fan for Life

Don't miss your opportunity to buy a seat. The NSC Arena Revitalization is a transformative community project and now you can be part of it! In support of the Nick Smith Centre Arena Revitalization Project, individuals, families, local sport associations, community organizations and businesses are invited to leave their legacy by sponsoring one of the 1070 arena seats. Your name, logo, message or artwork could become permanently printed onto a seat on the arena spectator stands for a one-time fee.

Scope

- Two (2) indoor concrete arena pads including associated refrigeration piping, drainage and essential equipment
- Concrete surfaces leading to and from the Ice Machine garage including drainage
- Arena boards (accessibility improvements), glass, netting
- Arena spectator stands (accessibility improvements)
- Arena rubber flooring
- Scraping and recoating of roof trusses
- Audience comfort heating retrofits
- Meeting rooms and public viewing mezzanine (accessibility improvements)
- Storage space (user groups and operations)

Mezzanine



Room would bear the name of the advertiser
Sponsor logo on the door (x2), exterior wall, interior wall
and all displays related to the space

Target Audience: General Public

Advertising Fees:

- \$1,200 per year; minimum 5-year commitment
- Only one opportunity available

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Scoreboard Sponsor



- Bert Hall Arena Scoreboard
 - \$20,000 for life of the asset (life is defined as 10-years)
 - Sponsor would be recognized on 18' x 2' sign spanning the full width of the scoreboard
- Glenn Arthur Arena Scoreboard
 - \$15,000 for life of the asset (life is defined as 10-years)
 - Sponsor would be recognized on 8' x 2' sign spanning the full width of the scoreboard

Target Audience: General Public

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Fan for Life Sponsor



Increasing spectator comfort is also a large part of the arena project as seen in the expanded bleacher seating on the west side of Bert Hall Arena and the transformation to individual and customizable bench seating and you could be part of this project. Your name, logo, message or artwork could become permanently printed onto a seat on the arena spectator stands for a one time fee. Text and images are limited to white printed on the new green seats.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Fan for Life Fees:

\$500.00 including fees and taxes

Life is defined as the life of the seat with a 10-year guarantee.

Become a Fan for Life at fanforlife.eventbrite.com

Rink Board Advertising



Have your brand proudly inside our outside the rink boards of the Bert Hall Arena and/or Glenn Arthur Arena.

Advertisement Description

- Vinyl
- 96"x 36" (Rink interior)
- 96" x 24" (Rink Exterior)

Advertising Fees:

- \$800 per year; minimum 3-year commitment

Production and installation fees will be absorbed by the Town of Arnprior if commitment made by June 20, 2025.

Sponsorship begins following the completion of the NSC Arena Revitalization Project (Fall 2025)

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Meeting Rooms



MEETING
ROOM

Room would bear the name of the advertiser
Sponsor logo on the door (x1), exterior wall, interior wall
and all displays related to the space

Target Audience: General Public

Advertising Fees:

- \$900 per year; minimum 5-year commitment
- Three opportunities available

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Dressing Room



Room would bear the name of the advertiser

Sponsor logo on the door (x1), within the dressing room and all displays related to that room

Target Audience: General Public

Advertising Fees:

- \$600 per year; minimum 3-year commitment
- Ten opportunities are available (4 standard dressing rooms per arena, one alternate dressing room and one referee dressing room)

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Display Screen Advertising



The Nick Smith Centre has 4 digital marketing screens touching on the 4 main areas of the building:

- Arena Lobby
- Community Lounge
- Bert Hall Arena Corridor
- Glenn Arthur Arena Lobby
- Plus any future screens added

Advertising Fees:

\$40/month

or

\$400/year

Sponsor can join in any time.

Each ad rotates through the screen for 15 seconds each in a roughly 5 minute show on loop.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Ice Surface Advertising



Put your logo on the coolest place in the building... in the ice!

Easy-in Textile Logo up (Maximum size 8.5' x 10')
8 opportunities available (4 per arena)

Target Audience: General Public

Advertising Fees:

\$900.00 per year, minimum 3-year contract

Cost is per on-ice ad.

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Arena Wall Advertising



Size: 8'x3'
Material: TBD

Advertisement to be provided by the purchaser

Target Audience: General Public

Advertising Fees:

\$450.00 per year

Fee is per one wall ad.

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca