



An ocean of opportunity

**SPONSORSHIP
& ADVERTISING
OPPORTUNITIES**



**SANDY WICKENS
MEMORIAL ARENA**



WELCOME

With a population of over 6,500, we are the Lobster Capital of Canada.

The Sandy Wickens Memorial Arena was a significant investment for the Municipality when it was built in 1994 and continues to be an important facility to the public to this day. The Arena provides an extensive variety of year-round activities including skating and hockey programs, tradeshow, entertainment and more.

The Sandy Wickens Memorial Arena provides many long-term benefits to the people of the Municipality, County of Shelburne and surrounding areas. Learn about our many corporate advertising opportunities and be a part of the excitement!



SHEROSE ISLAND RECREATION COMPLEX

The Municipality's Recreation Complex on Sherose Island includes:

Sandy Wickens Memorial Arena

- One NHL size ice surfaces which includes bench seating for approximately 600 people.
- six dressing rooms
- Fully serviced canteen area
- Skate sharpening and pro-shop
- First aid room
- Fully climate-controlled facility
- Wheelchair and handicap accessible
- Paved parking for 300 vehicles with ample lighting
- Unobstructed views of ice surface
- Non-smoking facility and entrance way



Recreation Centre

A new Recreation Centre will be constructed on the arena in 2025. This Centre will house program space, group activity rooms, a large multipurpose room, a program kitchen and an indoor walking track.

Outdoor Swimming Pool

An 82-foot long, 28-foot wide outdoor pool . The shallow end (20 x 28 feet) is only 2 1/2 feet deep. The pool then slopes down to a depth of 5 1/2 feet over the next 20 feet. The deep end (42 x 28 feet) is 5 1/2 feet deep. The pool is heated and a comfortable temperature will be maintained. Due to the depth of the pool, diving will not be taught or allowed. A complete schedule of instruction using the Life Saving Society swimming program will be offered.

Programs and services offered through the Arena:

- Community skating
- Variety of tournaments and competitions
- Sledge hockey
- Recreation hockey league
- Professional development and conferences
- Concerts
- Pipe and drape for any type of function

OPPORTUNITIES

NAMING RIGHTS (DRESSING ROOMS)

The Arena has 5 dressing rooms. With the dressing room sponsorship, your company is being promoted directly to participants. Not only are the dressing rooms at the Arena used by hockey players and skating club members, but they also serve as the behind-the-scenes locations for our concerts and special events. You do not want to miss out on this opportunity!

Duration: 3-year agreement

Cost:

- Dressing Rooms 1, 2, 3, 4, and 5 are \$1,000 per year

Benefits:

- Company logo on the wall inside the dressing room
- Company logo on the door of the dressing room
- Logo displayed on public display monitor/board
- 1 free ice rental per year

This will be subject to availability considerations.

Signage will be at the cost of the sponsor and will need to be approved by the Municipality.



OPPORTUNITIES

NAMING RIGHTS (SKY BOX)

Located on the upper level of the Arena, the Sky Box overlooks the ice surface providing a great vantage point to take in the on ice action.

Duration: 3-year agreement

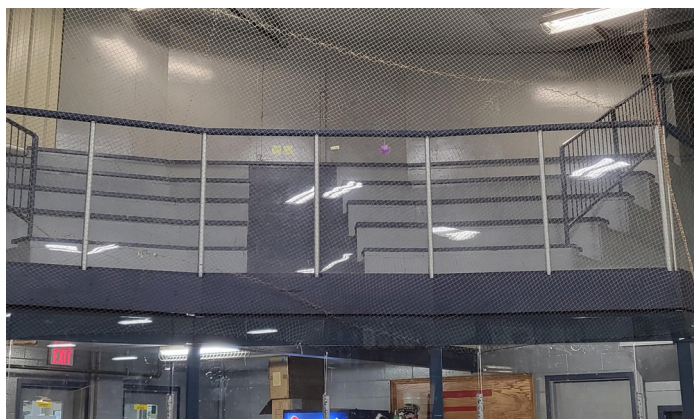
Cost:

Minimum of \$1,500 per year

Benefits:

- Branding colours and logo on back wall.
- Branded colours on bleacher seats
- option to brand stair risers.
- 1 free ice rental per year
- Rink Board in an available location agreed upon with the Facility Manager
- Logo displayed on public display monitor/board.

Materials required will be at the cost of the sponsor and is subject to final approval by the Municipality.



ZAMBONI / ICE RESURFACER

Captivate the attention of viewers as the Zamboni/Ice Resurfacers cleans the ice before, after and in between hockey games, and other on-ice activities. Your company logo, colors, and advertising can be a part of this eye-catching event. Brand the ice resurfacers to best suit your advertising needs. Be creative!

Duration: 3-year agreement

Cost:

\$2,000 per year full sponsorship (both sides of Zamboni)

Benefits:

- 2 free ice rental per year

Materials required to cover the Zamboni will be at the cost of the sponsor and is subject to final approval by the Municipality.





OPPORTUNITIES

RINK BOARDS

Rink Boards are ice-level advertising panels you see at all NHL arenas. What a great opportunity to have your business advertised!

Size: Approximately 33.5" (height) x 48" (width)

Duration: 3-year agreement

Cost:

Location	Cost
High Profile*	\$500/year
End Zones	\$250/year
Low Profile**	\$100/year

Benefits:

- 10 free public skate passes per year.

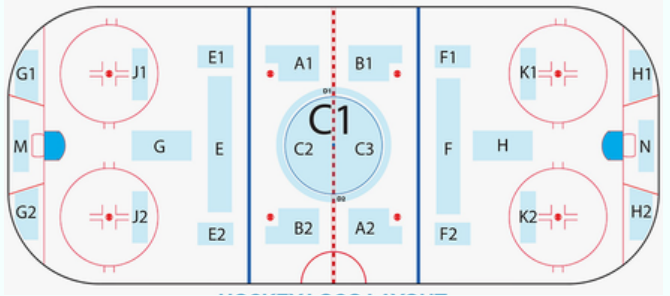
Supply of the sign, including Lexan covering required for Rink Boards is the responsibility of the sponsor. Rink Board will need to be approved by the Municipality.

*High Profile - Goal line to Goal line, facing bleachers.
 **Low Profile - Goal line to goal line, facing players bench.

UNDER ICE LOGOS

Place your company's logo or advertisement directly beneath the ice surface to make a constant impression during on-ice activities.

Duration: 3-year agreements



Cost: See below

Benefits:

- Centre Ice sponsor will receive one free ice rental per year.
- 10 free public skate passes per year for all other sponsors.

Supply of under ice logos is the responsibility of the sponsor. Under ice logos will need to be approved by the Municipality.

Location	Cost
C1 - Centre Ice	\$2000/year
A1, A2, B1, B2	\$1000/year
E, F, G, H	\$500/year
E1, E2, F1, F2	\$250/year
J1, J2, K1, K2	\$250/year
G1, G2, H1, H2, M, N	\$100/year



OPPORTUNITIES

BILLBOARD ADVERTISING

Advertising billboards are located on the walls in the arena and throughout the arena. Advertising for this space is limited and available on a first-come, first-served basis.

Size: Approximately 4' (height) x 8' (width)

Duration: 3-year agreement

Cost:
\$500 per year

Benefits:

- 10 free public skate passes per year.

Supply of billboards is the responsibility of the sponsor. Billboards will need to be approved by the Municipality.



COMMUNITY SKATES

What a great one-time opportunity to promote your business and provide an opportunity for the community to participate in a recreational activity. As a sponsor you can choose from many of our community skates to sponsor. By sponsoring a community skate, you will be providing a free skate to the community.

Duration: One time

Cost:
\$200 per skate

Benefit:

- Sponsor will have the opportunity to set-up a display in the main lobby to promote their business during the community skate.
- Sponsor will be recognized in all promotion of the community skate at least one week before the scheduled skate.

Any additional advertising will be at the responsibility of the sponsor and is subject to final approval by the Municipality.



Prohibited Advertisers

It is the policy of the Sandy Wickens Memorial Arena that tobacco companies, breweries or any other company that sells tobacco and/or alcohol be prohibited from purchasing commercial advertising space in the Sandy Wickens Memorial Arena.

Policy No. 62 "Sandy Wickens Memorial Arena Policy", July 24, 2017

The Municipality reserves the right to cover and/or obstruct views of Rink Boards and other forms of advertising within the Arena where necessary. This may happen to facilitate a particular event, or when required, pursuant to contractual arrangements.

If you would like to learn more about these opportunities, please contact:

Sandy Wickens Memorial Arena

902-637-2015 ext. 227

cscott@barringtonmunicipality.com