

# Stowe

# ARENA



## SPONSORSHIP OPPORTUNITIES



PO Box 730 • Stowe, Vermont • 05672  
PH: (802) 253-6138 • FA: (802) 253-3723  
[recreation@townofstovermont.org](mailto:recreation@townofstovermont.org) • [www.StoweRec.org](http://www.StoweRec.org)

# **ABOUT STOWE ARENA...**

The Stowe Arena opened in December of 2013 replacing the Jackson Arena. The Arena features an ice season from June to March and a Turf Season in May and April.

The State of the Art Arena features a NHL size Ice Arena and Indoor Turf (spring) with 6 locker rooms with showers and restrooms, full food service, Pro Shop with Skate Rentals and Sharpening, a heated 500 people bleacher seating area, a glass viewing lobby, a conference/event room and so much more...

# **WHY ADVERTISE...**

The Stowe Arena is exciting and new. We are providing opportunity for fantastic exposure and an opportunity to visually show support for the Stowe community and its state of the art Arena.



**Want to see your business name featured at the Stowe Arena?  
We offer Banners, Dasherboard Ads, and more!  
Support the Arena and promote your business today!**

**BANNERS**

Measuring 6' tall by 4' wide. Rates are available for three years at a one-time expense of \$1300\* or annually for \$500.

Production of the originals is covered as part of the initial contract with 3 year contract, responsibility of the sponsor for 1 year contracts. \*3 year contracts are paid in full or 50% year 1 and 50% year 2



**DASHER BOARDS**

Rates are available for three-years for \$1700 \* or annually for \$650. Dasher board signs are vinyl and measure 96" x 34". Get mirrored or double the size of

your ad for three-years for \$2500 \* or annually for \$1000. Production of the originals is covered as part of the initial contract with 3 year contract, responsibility of the sponsor for 1 year contracts. \*3 year contracts are paid in full or 50% year 1 and 50% year 2

**SPECIAL OPPORTUNITIES**

There are several other opportunities to advertise your business such as Tournament or Event Sponsorship, League and Programming Sponsorship, and many other potential naming right possibilities.

	One Year	Three Years
Dasherboards	\$ 650 per year	\$ 1700 per 3 years
Dasherboards, Mirrored or Double the Size	\$ 1000 per year	\$ 2500 per 3 years
Banners	\$ 500 per year	\$ 1300 per 3 years

# ARENA USE



The Stowe Arena is home to Stowe High School, Stowe Youth Hockey Association, NAHA, and many others.

This perfect tournament venue is more than just great ice.



- Experienced central reservations service for group lodging.
- All the resort-town amenities Stowe is famous for!

## ICE SEASON...

- Public Skate & Stick Time...  
Approximate of 7000 visitors annually
- Currently 15 Annual Ice Tournaments...  
Approximate of 500 visitors per weekend
- 5 Camps, returning local adult groups

## TURF SEASON...

- Approximate weekly attendance of 1000 visitors

**Advertising at the Stowe Arena allows unique opportunities to reach your target audience directly and into the surrounding community.**

**If you are looking for an innovative way to market your business you've come to the right place!**

**To find out how to start a sponsorship with Stowe Parks & Recreation, or for more information contact:**

Matt Frazee  
Parks & Recreation Director  
336 Park St.  
Stowe VT 05672

Phone: 802-253-2264  
Email: [mfrazee@townofstovermont.org](mailto:mfrazee@townofstovermont.org)



# Parks & Recreation Town of Stowe

PO Box 730  
336 Park Street  
Stowe, VT 05672

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## Stowe Arena DASHER BOARD ADVERTISING CONTRACT

Town of Stowe, Vermont (OWNER, herein) agrees to provide space on the inside dasher boards of the Stowe Arena to \_\_\_\_\_ (CLIENT, herein) for the purpose of placing a banner, promoting CLIENT'S business or other suitable purpose.

The Agreement shall continue for one full year from installation of dasher board sign. The Client will be invoiced once the sign is installed indicating the installation date. Client will be billed on a year to year basis.

Sign cannot be shared by more than one business unless the businesses are co-owned and have like names. If a CLIENT goes out of business, CLIENT may choose to replace the banner, at their own expense with a message for another banner if they own that other business. Layout design for the new banner shall be subject to the approval of OWNER, which approval shall not be unreasonably withheld. CLIENT shall pay the expense of the construction of the new banner.

OWNER reserves the right to remove the sign of any business that is no longer in business without compensation to CLIENT.

Rates are available for three-years for \$1700\* or annually for \$650. Dasher board signs are paper with a plexiglass covering and measure 96" x 34". Get mirrored or double the size of your ad for three-years for \$2500\* or annually for \$1000. Production of the originals is covered by OWNER as part of the initial contract with 3 year contract, responsibility of the CLIENT for 1 year contracts. \*3 year contracts are paid in full or 50% year 1 and 50% year 2.

Please select one: \_\_\_\_ annual contract; \_\_\_\_ annual mirrored/doubled \_\_\_\_ 3 year contract; \_\_\_\_ 3 year mirrored/doubled

Dates of Contract: \_\_\_\_\_

Payment Due: \_\_\_\_\_

CLIENT can agree to use their own sign company with approval from OWNER.

CLIENT name: \_\_\_\_\_

CLIENT address: \_\_\_\_\_

CLIENT signature: \_\_\_\_\_

Date \_\_\_\_\_

OWNER signature: \_\_\_\_\_

Date \_\_\_\_\_



# Parks & Recreation Town of Stowe

PO Box 730  
336 Park Street  
Stowe, VT 05672

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## Stowe Arena

### BANNER ADVERTISING CONTRACT

Town of Stowe, Vermont (OWNER, herein) agrees to provide space on the inside walls of the Stowe Arena to \_\_\_\_\_ (CLIENT, herein) for the purpose of placing a banner, promoting CLIENT'S business or other suitable purpose.

The Agreement shall continue for one full year from installation of banner. The Client will be invoiced once the banner is installed indicating the installation date. Client will be billed on a year to year basis.

Banner can not be shared by more than one business unless the businesses are co-owned and have like names. If a CLIENT goes out of business, CLIENT may choose to replace the banner, at their own expense with a message for another banner if they own that other business. Layout design for the new banner shall be subject to the approval of OWNER, which approval shall not be unreasonably withheld. CLIENT shall pay the expense of the construction of the new banner.

OWNER reserves the right to remove the banner of any business that is no longer in business without compensation to CLIENT.

Measuring 6' tall by 4' wide. Rates are \$1300 for three years with payment in full due with contract or 50% due at time of contract and 50% due one year from date of contract - or annually for \$500. Production of the originals is covered by OWNER as part of the initial contract with 3 year contract and by CLIENT for annual contract.

Please select one: \_\_\_ annual contract      \_\_\_ 3 year contract

CLIENT can agree to use their own sign company with approval from OWNER.

CLIENT name: \_\_\_\_\_

CLIENT representative: \_\_\_\_\_

CLIENT address: \_\_\_\_\_

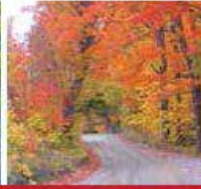
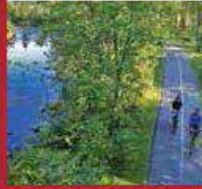
CLIENT \_\_\_\_\_ Date \_\_\_\_\_

Representative's signature

OWNER \_\_\_\_\_ Date \_\_\_\_\_

Representative's signature

A perfect tournament venue is more than just ice.



**Stowe**  
VERMONT  
*Hockey!* ~~Ski~~ Capital of the East

Learn more at [stowerec.org](http://stowerec.org) or call Matt Frazee at 802-253-2264

- New state-of-the-art Stowe Arena.
- Experienced central reservations service for group lodging.
- All the resort-town amenities Stowe is famous for!



**Advertise at the Stowe Arena Today!**  
**802-253-3054**

