

# Stowe ARENA



## SPONSORSHIP OPPORTUNITIES



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



## **ABOUT STOWE ARENA . . .**

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

The state of the art Stowe Arena features a NHL size ice arena and indoor turf with 6 locker rooms with showers and restrooms, full food service, Pro Shop with skate rentals and sharpening. It also boasts a heated 500 people bleacher seating area, a glass viewing lobby, a conference/event room.

## **WHY ADVERTISE . . .**

More than 10,000 people visit the Stowe Arena annually. Our department promotes sponsors through our bi-annual program guide, on our website, and through social media posts. Our program guide is distributed to as many as 5,500 individuals twice a year, our social media outreach is around 3,600 people, and our website sees as many as 4.4K sessions on a monthly basis. This is a wonderful opportunity to advertise in the Stowe community and we appreciate your consideration.

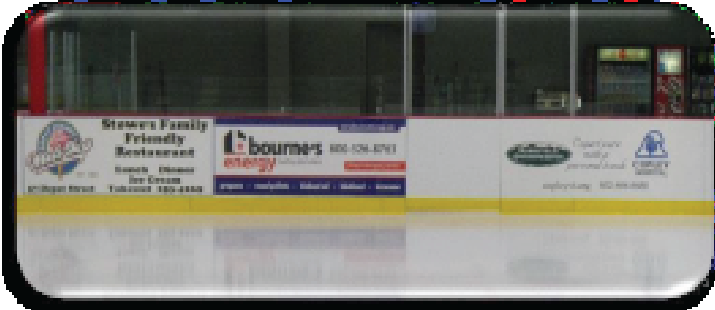


Want to see your business name featured at the Stowe Arena?  
 We offer Banners, Dasherboard Ads, and more!  
 Support the Arena and promote your business today!

## BANNERS

Measuring 6' tall by 4' wide. Banners are hung above the team boxes. Rates are available for three years, annually, or monthly.

**Fees:** \$1300 for three years with payment in full due at contract or 50% year 1 and 50% year 2. Includes production of Banner. \$500 for 1 year with payment in full due with contract. \$45\* paid monthly (due in advance). 60 days' notice is required for cancellation. \*Requires a saved credit card on file for auto billed monthly charges. Production costs of Banner are the responsibility of the sponsor for 1 year and monthly contracts.



## DASHER BOARDS

Dasher board signs are vinyl with a plexiglass covering and measure 96" x 34". Mirrored or double the size of your ad options are also available.

**Fees- Single Dasher Board:** \$1700 for three years with payment in full due at contract or 50% year 1 and 50% year 2. Includes production of Dasher Board. \$650 for 1 year with payment in full due with contract. \$55\* paid monthly (due in advance). 60 days' notice is required for cancellation. \*Requires a saved credit card on file for auto billed monthly charges. Production costs of Dasher Board are the responsibility of the sponsor for 1 year and monthly contracts.

**Fees- Mirrored or Doubled Dasher Board:** \$2500 for mirrored/double Dasher Board for three years with payment in full due at contract or 50% year 1 and 50% year 2. Includes production of Dasher Board. \$1000 for mirrored/double for 1 year with payment in full due with contract. \$85\* for mirrored/double paid monthly (due in advance). 60 days' notice is required for cancellation. \*Requires a saved credit card on file for auto billed monthly charges. Production costs of Dasher Board are the responsibility of the sponsor for 1 year and monthly contracts.

## 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

	Monthly	One Year	Three Years
<b>Dasherboards</b>	<b>\$55 per month</b>	<b>\$650 per year</b>	<b>\$1700 per 3 years</b>
<b>Dasherboards, Mirrored or Doubled</b>	<b>\$85 per month</b>	<b>\$1000 per year</b>	<b>\$2500 per 3 years</b>
<b>Banners</b>	<b>\$45 per month</b>	<b>\$500 per year</b>	<b>\$1300 per 3 years</b>

# 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.



## ICE SEASON...

- Public Skate & Stick Time...  
Approximatly 10,000 visitors annually
- Currently 7 Annual Ice Tournaments...  
Approximatly 500 visitors per weekend
- 5 Camps, returning local adult groups

## TURF SEASON...

- Approximate weekly attendance of 1000 visitors

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

*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@stowevt.gov](mailto:mfrazee@stowevt.gov)



# 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 according to the terms outlined in the options below.

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

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

\$1300 for three years with payment in full due at contract or 50% year 1 and 50% year 2. Includes production of Banner.

\$500 for 1 year with payment in full due with contract. Production costs of Banner are the responsibility of the CLIENT.

\$45\* paid monthly (due in advance). Production costs of Banner are the responsibility of the CLIENT. 60 days' notice is required for cancellation.

\*CLIENT is required to save credit card on file for auto billed monthly charges.

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

Total Amount Due: \_\_\_\_\_

CLIENT name/business: \_\_\_\_\_

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

EMAIL: \_\_\_\_\_

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

PHONE: \_\_\_\_\_

CLIENT Signature \_\_\_\_\_

DATE: \_\_\_\_\_

OWNER Signature \_\_\_\_\_

DATE: \_\_\_\_\_



# Parks & Recreation Town of Stowe

PO Box 730  
336 Park Street  
Stowe, VT 05672

## 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 according to the terms outlined in the options below.

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

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

Dasher board signs are paper with a plexiglass covering and measure 96" x 34".

\$1700 for three years with payment in full due at contract or 50% year 1 and 50% year 2. Includes production of Dasher Board.

\$2500 for mirrored/double Dasher Board for three years with payment in full due at contract or 50% year 1 and 50% year 2. Includes production of Dasher Board.

\$650 for 1 year with payment in full due with contract. Production costs of Dasher Board are the responsibility of the CLIENT.

\$1000 for mirrored/double for 1 year with payment in full due with contract. Production costs of Dasher Board are the responsibility of the CLIENT.

\$55\* paid monthly (due in advance). Production costs of Dasher Board are the responsibility of the CLIENT. 60 days' notice is required for cancellation.

\$85\* for mirrored/double paid monthly (due in advance). Production costs of Dasher Board are the responsibility of the CLIENT. 60 days' notice is required for cancellation.

\*CLIENT is required to save credit card on file for auto billed monthly charges.

Contract Dates: \_\_\_\_\_ Total Amount Due: \_\_\_\_\_

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

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

CLIENT Signature \_\_\_\_\_ DATE: \_\_\_\_\_

OWNER Signature \_\_\_\_\_ DATE: \_\_\_\_\_

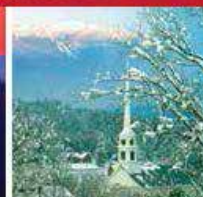
# A perfect tournament venue is more than just ice.



**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! 802-253-6138

