

# ARLINGTON SQUARE ICE RINK 2009 – 2010

**DASHER BOARD ADVERTISING Application – limited to 36 ad spaces, you may purchase as many as you want depending on availability.**



**NOTE:** Arlington Square Ice Rink/Carson City will NOT produce OR install ad – please contact a local sign shop and make sure they can produce, deliver and install this specialized type of sign on assigned date no later than Nov 9 (see specs below)

- **FAILURE TO BUILD AD AND HAVE IT INSTALLED WILL NOT REFUND THIS \$500 FOR YOUR RESERVED SPACE, AS ONCE THE RINK IS UP IT WILL NOT BE POSSIBLE TO RESELL THE dasher board SPACE.**

**AD RESERVATION DEADLINE: November 2, 2009 – THIS MUST BE FILLED OUT COMPLETELY AND BE ACCOMPAINED BY PAYMENT OF \$500 TO: Carson City (in memo line please write “dasher board advertiser”).**

**No exceptions.** Questions can be directed to Tammy Westergard, 887-2101 x2 or 230-4964 (cell).

Please type or print clearly in ink:

**Dasher Board Advertiser:** \_\_\_\_\_  
Full name as you want listed on [www.downtowncarsoncity.com](http://www.downtowncarsoncity.com)  
\_\_\_\_\_ web address you want online

**Advertiser Contact:** \_\_\_\_\_  
**Mailing Address:** \_\_\_\_\_ **email:** \_\_\_\_\_, **ph:** \_\_\_\_\_, **cell:** \_\_\_\_\_  
\_\_\_\_\_ **City,** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **(authorized signature)**

(With this completed form and \$500 payment, I agree this is the correct information for online posting as an Arlington Square Ice Rink Dasherboard Advertiser for 2009 – 2010. I will produce and install the ad at a cost that is not included in this \$500, from a sign shop of my choosing. I further understand if I don't get my ad made and installed no later than Nov. 28 – I do NOT get my \$500 back)

## DASHER BOARD AD SPECS (make sure your sign company can do this)

- Your sign company must install the ad on assigned date between Nov. 9 & Nov. 23, which will be assigned by Carson City as the rink installation process evolves. Ads must be ready no later than Nov.9 – we will call you and your sign company and let everyone know exactly when to come install.
- **Adhesive Backed Style:** A high resolution, high impact laminated dasher graphic with a very aggressive adhesive that will adhere to any board surface is required
- Prepare ads at 33" H X 96"W. The dasherboards themselves are 42" high with a 8" kickplate
- SEE INSTALLATION INSTRUCTIONS AT: <http://www.beckerarena.com/dasheradvertising.aspx>

**Sign Company:** \_\_\_\_\_  
\_\_\_\_\_ **sign company contact name**  
\_\_\_\_\_ **sign company contact email**  
\_\_\_\_\_ **sign company contact cell ph#**

**Internal Use ONLY: application accepted** \_\_Y / \_\_N (if, no reason \_\_\_\_\_)  
**signed:** \_\_\_\_\_ **payment check #** \_\_\_\_\_ **web link posted on:** \_\_\_\_\_

**\$100 Bonus Opportunity!** For an extra \$100, support a Carson City Arts & Culture activity of your choice & wish them luck on your Dasher Board and the extra \$100 will go to the arts & culture organization you have chosen!

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|---|---|---|
| <input type="checkbox"/> Carson City Symphony       | <input type="checkbox"/> Wild Horse Children's Theater        | <input type="checkbox"/> Brewery Arts Center  |
| <input type="checkbox"/> Pinkerton Dance Nutcracker | <input type="checkbox"/> Blanchette School of Irish Dance     | <input type="checkbox"/> Dance Spirit         |
| <input type="checkbox"/> Western Nevada College     | <input type="checkbox"/> Children's Museum of Northern Nevada | <input type="checkbox"/> Sierra Nevada Ballet |