

 Be Cool in Downtown ...

 Be Seen at the Coolest Place in Downtown ...

 Secure YOUR Sponsorship Opportunities NOW!



ARLINGTON SQUARE ICE RINK

Downtown Carson City

OPENS NOVEMBER 25, 2009

THRU JANUARY 16, 2010



Be oh so cool this winter with the hottest thing in town and position your business in print, on the web, out loud, on signs and at the rink. Earn your customers' hearts for over 8½ WEEKS! The rink opens the end of November and continues through mid January.

An anticipated 20,000 skaters and spectators will have the opportunity to ice skate in downtown Carson City. This 8½ week extravaganza, organized by the Carson City Office of Business Development and Carson City Parks & Rec, offers unrivaled partnering opportunities and a genuine chance to put your brand name in front of a highly lucrative market, at the time of year when exposure is most easily turned into sales and genuine interest.

Brought to the community by: The same folks who started the *Get_Down_2009* buzz this past summer with people pleasing events like: Friday's @ 3rd, the Saturday Morning Farmer's Market and Family Pop Up Park



Redevelopment:
Success
Delivering
Success



Sponsorship Opportunities

Note: CONFIRM YOUR ORDER BY NOV 1 AND RECEIVE 10 Free passes! All orders due no later than Nov. 10! Dasher Board ad does not include production cost. Tammy Westergard 887-2101x2 or 230-4964 e: westergard@ci.carson-city.nv.us	Title \$10,000 TWO ONLY 1 SOLD!	Platinum \$5,000 TWO ONLY	Gold \$3,000 3 ONLY	Silver \$2,000 5 ONLY	Dasher Board \$500* 36 ONLY *\$100 Bonus Option!	Media Partner TRADE VALUE	Cheap Skate Partner \$100	Institutional Partner
ALL ADVERTISING INCLUSION – print ads / press releases / web page / posters / flyers / e-blasts	X							
EXCLUSIVE BANNER AT THE ICE RINK – large banner placed at the venue with your business name / logo	X	X						
VENUE SIGN LISTING (2 SIGNS – HIGH TRAFFIC)	X	X	X	X		X	X	X
LOGO PLACED ON ZAMBONI			X					
EXCLUSIVE COUPON DISTRIBUTION – Bring your businesses coupons to the ice rink for exclusive distribution of your coupons to the ice rink patrons!	X						X	
SPONSOR PA ANNOUNCEMENTS – mentions daily	X	X	X				X	X
ON-SITE DIGITAL SCREEN ADVERTISING	X							
PRIORITY CHOICE OF PRIVATE PARTY DATE – Fully complimentary for up to 100 guests!	X							
OPENING NIGHT FREE SKATE SPONSOR – logo on pee chee flyer to Carson City Schools	X	X	X	X				
DASHER BOARD – in the ice rink arena (*does <i>not</i> include production cost – built at local sign shop est: \$165+tax)	XX DOUBLE	XX DOUBLE	X SINGLE	X SINGLE	X SINGLE	X SINGLE		
ADVERTISING INCLUSION - - print ads / press releases / web page / posters / flyers / e-blasts		X	X	X		X	X (not print ads, posters, flyers)	X
LOGO ON ICE RINK WEBSITE WITH LINK TO YOUR SITE 1 year www.downtowncarsoncity.com	X	X	X	X	X	X	X	X
ACKNOWLEDGEMENT AT GRAND OPENING PARTY	X	X	X	X				
COMPLIMENTARY TICKETS	100	50	25	15				