



# DASHER BOARD ADVERTISING 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 23** (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 ACCOMPANIED BY PAYMENT OF \$500 TO: Carson City 201 N. Carson St. #2 Carson City, NV 89701 (in memo line please write “dasher board advertiser”). No exceptions.** Questions can be directed to Tammy Westergard, 887-2101 x2.

Please type or print clearly in ink:

**Dasher Board Advertiser:** \_\_\_\_\_  
(Full Company Name as you want listed on [www.downtowncarsoncity.com](http://www.downtowncarsoncity.com))

**Company Website to link to:** \_\_\_\_\_

**Company Contact Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**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 Dasher Board 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. 23** – I do NOT get my \$500 back)

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

- ★ Your sign company must **install the ad on assigned date between Nov. 20 & Nov. 23**, which will be assigned by Carson City as the rink installation process evolves. **Ads must be ready no later than Nov.19** – 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 at any temperature is required
- ★ Prepare ads at 33" H X 96"W. The dasher boards themselves are 42" high with a 8" kickplate
- ★ SEE INSTALLATION INSTRUCTIONS AT: <http://www.beckerarena.com/dasheradvertising.aspx>

**Sign Company:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Sign Company Contact Name:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

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**\$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 |

**Internal Use ONLY: application accepted** \_\_\_Y / \_\_\_N (if, no reason \_\_\_\_\_)

**Signed:** \_\_\_\_\_ **Payment Check #** \_\_\_\_\_ **web link posted :** \_\_\_\_\_