

# *The Gardens* **ICE HOUSE**

Where Skating Is Always In Season

## Marketing Opportunities





# Where Skating Is Always In Season

The Gardens Ice House is considered the premier hockey & skating facility in Maryland and one of the best on the East Coast. With over 800,000 visits through the doors each year, the Ice House holds the most hockey games and skating competitions in the region, not to mention the largest Adult Hockey League on the East Coast, the MD High School State Championships, & a rink partner with the Washington Capitals.

Welcome to The Gardens Ice House, where skating is always in season....

The Ice House is a 150,000 sq/ft skating facility in the Mid-Atlantic region. We are open every day of the year. Some of the highlights include:

1. Five ice surfaces: (1) Olympic Sized Rink (2) NHL Sized Surfaces, one with a stadium capacity of over 1,600 sitting (1) outdoor Seasonal Ice Rink (1) Goaltender Conditioning Rink
2. An Independent Gym & Fitness Center
3. Hockey & Skating Pro Shop
4. Home to most youth hockey & skating programs in the Mid-Atlantic Region. The 8th Largest Adult Hockey League in USA Hockey!
5. Party Rooms & Meeting Spaces & Lounges
6. Cafe



# We Want To Build a Partnership

Here is a great opportunity for advertising, through sponsorships, that will reach families all over the DC Metro region.

From Washington DC to Laurel, to Baltimore, and the surrounding suburbs. Your advertising will have exposure to players and families of participating youth hockey and figure skating clubs throughout the area.

Now celebrating 20 years, The Gardens Ice House will not only be home to players in Laurel, but to visiting teams and spectators throughout Maryland, DC and many out of state. Therefore, the impact of your advertising is far reaching, while in support of our participants.

*We want your visit to the Gardens Ice House to be the highlight of your day. Every Guest. Every Colleague. Every Day!*

*Clai Carr, Founder*





# Dasher Boards

Surrounding the ice skating rink are the “boards.” They have significant advertising position, as it is impossible to view an ice activity in person or on television without seeing your advertising message. The size of the panels are 8’ long & up to 4 colors.

**\$2500** per rink

**\$5000** for all 3 rinks

Full color graphic with protective plastic sleeve, 32” x 144”. Displayed along the boards directly across from the seating and viewing areas.



# On Ice Logos

**\$10,000**

Full color logo, 4’ x 4’, prominently displayed under the ice. Logo will be visible from the seating and viewing areas. 3 Colors Maximum.



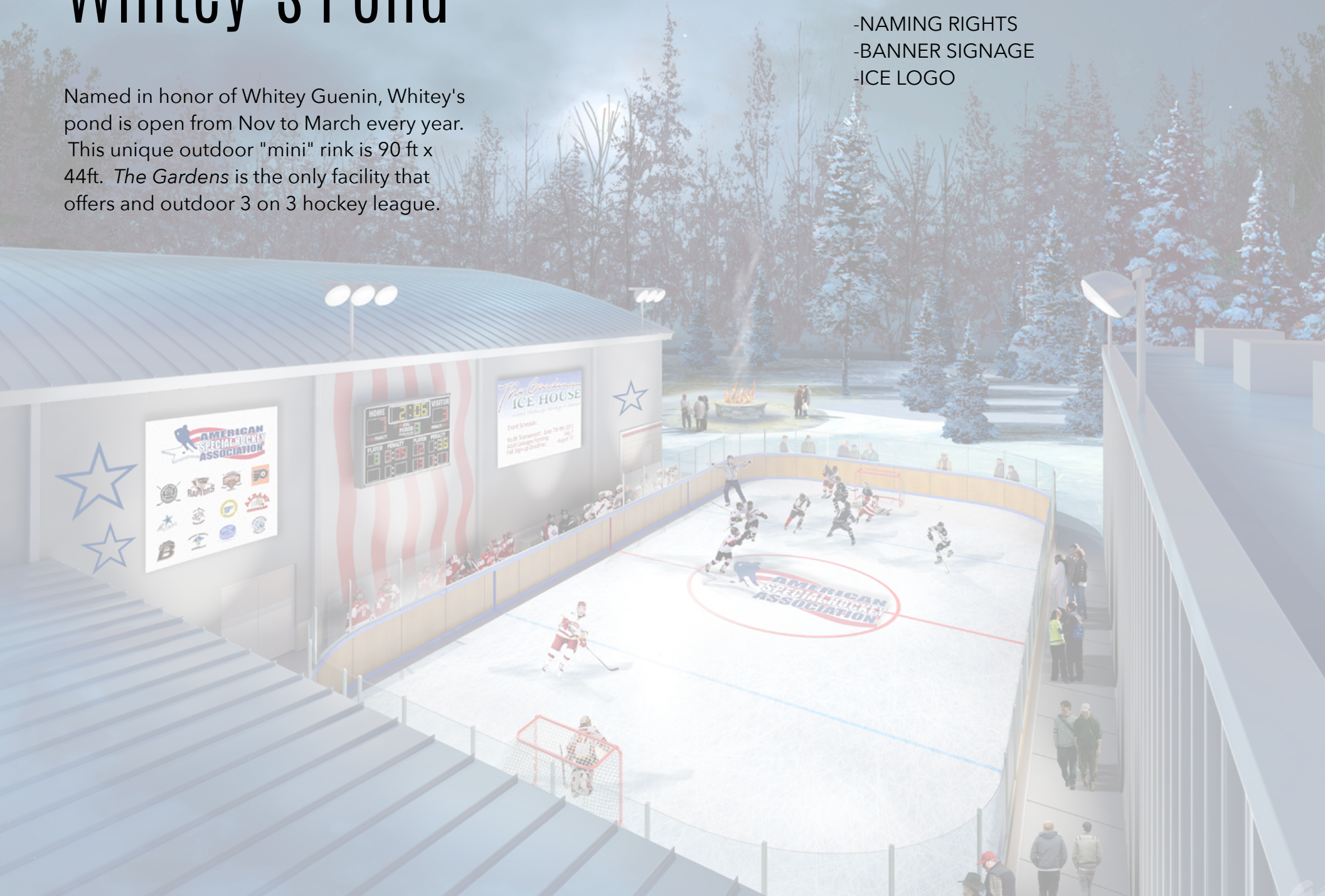


# Whitey's Pond

Named in honor of Whitey Guenin, Whitey's pond is open from Nov to March every year. This unique outdoor "mini" rink is 90 ft x 44ft. *The Gardens* is the only facility that offers and outdoor 3 on 3 hockey league.

Contact us for specific sponsorships opportunities to Whitey's Pond.

- NAMING RIGHTS
- BANNER SIGNAGE
- ICE LOGO





# Scoreboard Level \$15000

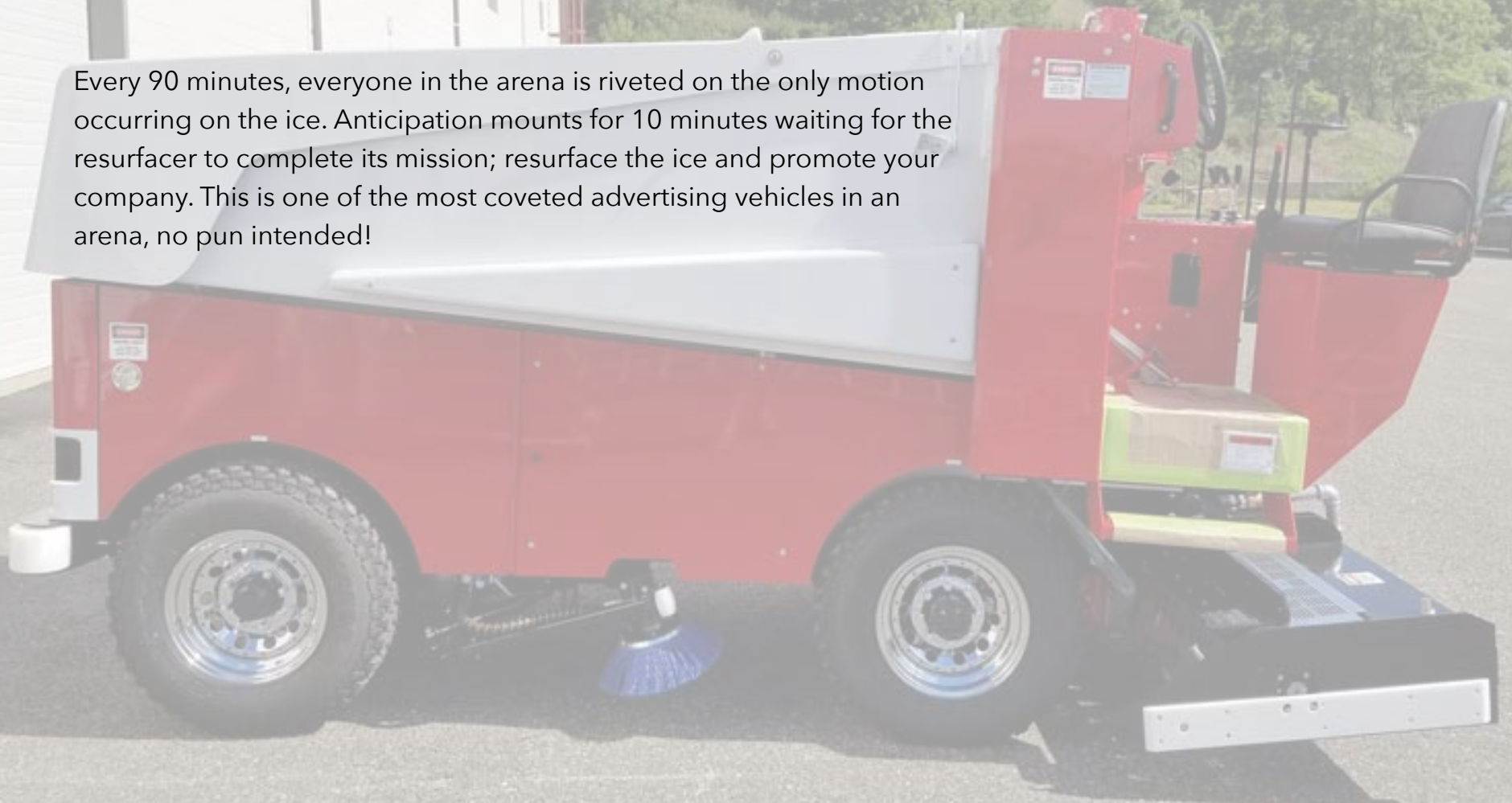
Full color, non-illuminated scoreboard signage attached to the scoreboard. It will be visible from the seating and viewing areas.

The scoreboard is a vital component of any sporting event. Studies show that participants and viewers refer to the scoreboard an average of 2 times per minute for the entire event. That means your company is making 120 impressions per hour per person.  
(4 Scoreboards in Total)



# Zamboni Wraps \$10,000

Every 90 minutes, everyone in the arena is riveted on the only motion occurring on the ice. Anticipation mounts for 10 minutes waiting for the resurfacers to complete its mission; resurface the ice and promote your company. This is one of the most coveted advertising vehicles in an arena, no pun intended!





# Other Ways To Advertise

## WEB SITE PROMOTION

Your company can participate in a year-long promotion with a visible presence on the Gardens Ice House Website.

## SPECIAL EVENTS

The Ice House host's special events and tournaments throughout the year, don't feel like being a sponsor for an entire year? There are many events you can participate in.

## LOBBY SIGNAGE

It could be a banner hanging or a brochure stand, our lobby is front and center as people enter the arena, first thing they will see is your brand.

## PROGRAM SPONSORSHIP

Your company can get the word out on our many different take-home program brochures & pamphlets.

## LOBBY TELEVISION SIGNAGE

We have two 40 inch HDTV in our lobby, constantly streaming content for our visitors. A perfect spot for your ads.

*Contact us for pricing*



# Naming Rights Opportunities

One of the more unique opportunities. Please contact us as soon as possible so we can discuss how **The Gardens Ice House** can quickly become one of your newest Billboards!



Arena Re-naming Mock Up



# What Other Perks Can You Get?

## Quick Facts About THE GARDENS

*Over 800,000 visits each year!*

*8th largest adult hockey league  
in USA Hockey!*

*The largest gathering of youth  
hockey programs in the region-  
youth, high level, high school,  
college and adult up to 80 year  
olds.*

### ***YOUR STAFF SKATES FOR FREE!!!***

- one free adult team if all players are employees of your corporation
- 1/2 off of all Learn To Skate and LHF, Let's Play Hockey programs
- Meeting rooms for parties
- 1 Hour of free ice time, per year, perfect for a work party!

*If you take over the fitness center  
you will receive free access to that.*





# THANK YOU

Call Us Today And See How  
We Can Build Our Business Partnership

*The Gardens*  
**ICE HOUSE**