



THE MENARD

SPORTS & EVENTS CENTER

Advertise your Business in the Busiest Event & Sports Facility in the Valley!



There are opportunities galore to get your business name up, and seen in the busiest event and sports center in the Mat-Su Valley, the Curtis D. Menard Memorial Sports Center. This is your chance to get in on the action as over **300,000** people pass through our doors for various events all year through.

Why advertise in the Menard? We host the **'BIG' events**, from State Hockey, State Wrestling, Outdoorsman Show, Expo's, Trade Shows, Valley graduations, plus lots of hockey (youth, high school, competition leagues, adult and more).

Your advertisement will be proudly displayed in our NHL-sized hockey arena, turf arena, or on the track, and be seen by not only Valley residents, but by folks from around the state & the world! Get ready for Arctic Winter Games 2024. What a terrific way to reach valuable customers!

Here's how to get your Logo or Company Name in the Menard Sports Center for Thousands to see!

Ice Arena Only

In-Ice Logos

| I. | Center Ice: | | <u>Per Year</u> |
|------|--------------|----------------|--|
| 1. | Spot | C2 or C3 | \$ 3,000 each |
| 2. | Combo | C2 & C3 | \$ 5,000 total |
| | | | |
| II. | Neutral Zone | | |
| 1. | Spots | A1, A2, A3, A4 | \$ 2,500 each (10'x10'max) |
| 2. | Combo | A1 & A2 | \$ 4,000 total |
| 3. | Combo | A3 & A4 | \$ 4,000 total |
| | | | |
| III. | Blue Line | B1 (2 spots) | \$ 5,000 both sides *lettering- up to 50 ft. long |
| | | | |
| IV. | Attack Zone | | |
| 1. | Top | B2 (2 spots) | \$ 3,000 total |
| 2. | Center | B4 or B5 | \$ 2,000 each (up to 10'x10') |
| 3. | Bottom | B3 (2 spots) | \$ 3,000 total |

Notes: Sponsor provides vector logo. Construction costs included in price.
Requires 3-year commitment. Seasonal advertising (July-March)

Arena- Hanging Banner

- Wall Display \$1,200 Each/per year Fixed Panel 3'x8' Signs

Dasher Boards

- Dasher Board \$1,200 Each/per year Fixed Panel 3'x8' Signs:
Seasonal advertising (July-March)

Track Only

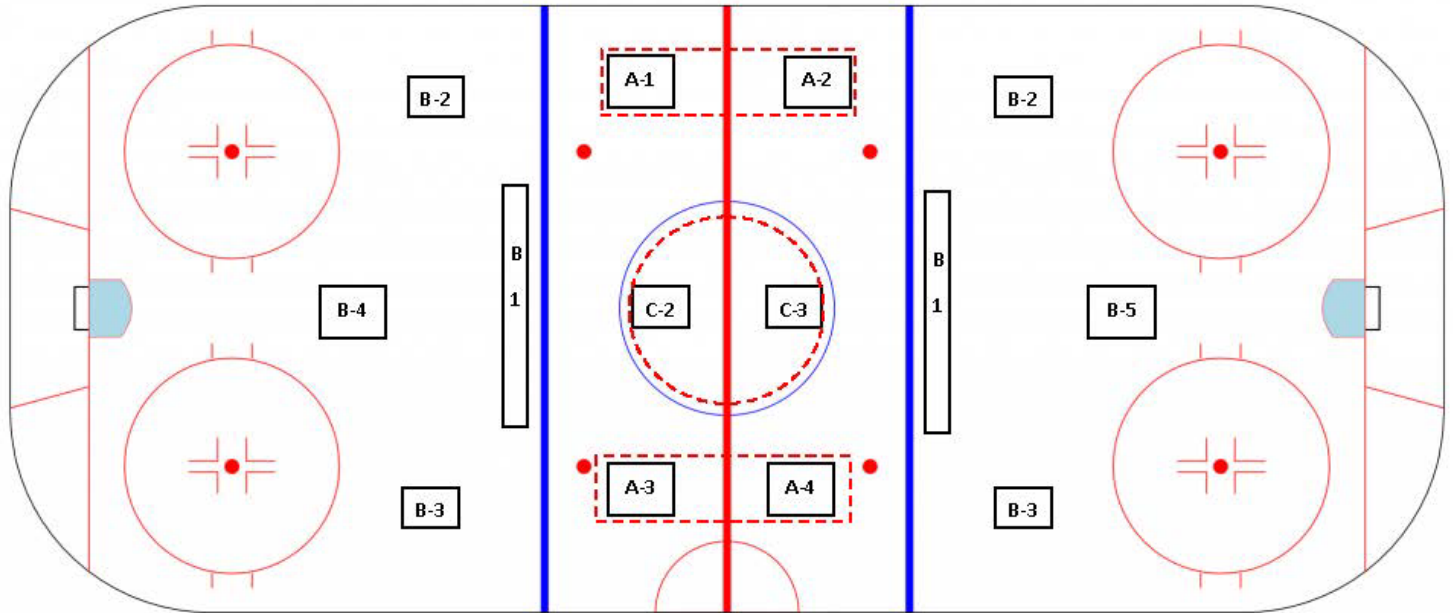
- Wall Display \$ 600 / year Fixed Panel 3'x8' Signs

Scoreboard

- \$1,500 / year Each Fixed Panel 8'x18" (4 avail.)



Ice Rink Advertising 2022-2023



Bleacher Side-

Spot Light Package

**\$ 25,000 1st year then
\$ 20,000 next two years**

- Ice Arena
 - 2 In Ice Combo Spots value \$ 10,000
 - 2 Dasher Boards value \$ 2,400
 - 1 Arena Wall Banner value \$ 1,200
 - 1 Scoreboard Banner value \$ 1,500
 - 1 Track Wall Display value \$ 500
- Turf Arena
 - 2 Wall Banners value \$ 2,000
- Social Media value \$ 1,000
Monthly "shout out" post with company logo
- Logo Reproduction Cost
 - 7 correx signs at \$ 225 each = \$ 1,575
 - 2 ice logos at \$ 1,500-\$ 2,500 each = \$ 5,000

Includes: Sponsor provides vector logo. Reproduction costs included in price.
 Requires 3-year commitment. Seasonal in ice advertising in (July-March)

Turf Only

- Wall Display \$ 1,000 / year Fixed Panel 3'x8' Signs

Production: Fixed Panel/Banner signage and dasher board construction & installation is paid by advertiser directly to SignKing at 907-373-2604 or signkingofalaska@hotmail.com. Menard advertising discount rate is \$ 225 per sign. Advertiser provides vector camera ready logo and artwork. Advertiser responsible for spelling, grammar, and proofing sign. We recommend simple, clean and readable advertising design.

THE MENARD SPORTS & EVENTS CENTER

ADVERTISING AGREEMENT

MENARD SPORT CENTER • 1001 S CLAPP STREET • WASILLA ALASKA 99654
Ph (907) 357-9100 Fax (907) 357-9122 Email sbell@cityofwasilla.gov

Annual Advertising Fees Summary:

| Description | Quantity | Price per Item | # of Years | Cost |
|-------------------------------------|----------|----------------|------------------|------|
| Arena- In Ice Logo- spot # _____ | | | | |
| Arena- Hanging Banner 3'x 8' Sign | | | | |
| Arena- Dasher Board 3'x 8' Sign | | | | |
| Arena- Scoreboard 18"x 8' Sign | | | | |
| Arena- Track 3'x 8' Sign | | | | |
| Turf Arena- Wall Banner 3'x 8' Sign | | | | |
| Other- | | | | |
| | | | Total Due | |

BUSINESS NAME _____, hereinafter called the Advertiser. Authorized Agent name _____ City of Wasilla, hereinafter called the City.

SECTION 1. TERM: This advertising agreement is based on a 12 month or 36 month, annual term that shall be effective from the first day of _____ (month), _____ (year). The agreement shall automatically renew each year until terminated by either party in accordance with SECTION 3 of this agreement. _____ (initial)

SECTION 2. FEES: The Advertiser shall pay the City a periodic fee as set forth in the fee schedule above. The City reserves the right to adjust annual fee schedule upon 30-days written notice prior to the month of commencement noted in SECTION 1. Fees shall not be prorated for early termination of this agreement. A fee shall be delinquent if it remains unpaid thirty days after it is due. Any sign for which a fee or charge remains delinquent may be removed until account is brought current or alternate arrangements have been made. Should collection action become necessary, I agree to pay all collection agency fees. **Checks payable: City of Wasilla & memo reference Menard Sports Center- Advertising.**

SECTION 3. TERMINATION: Either party may terminate this agreement upon 30-days written notice to the other party prior to the commencement month in SECTION 1. Advertiser shall remain financially liable for the advertising fees until written notice of termination has been provided to the City. The Advertiser shall own, have their sign removed and picked up from the Menard Sports Center no later than 15 days following termination of this agreement.

SECTION 4. INTEGRATION: There are no promises, terms, conditions, or obligations other than those contained herein; and this agreement shall supersede all previous communications, representations or agreement, either oral or written, between the parties hereto.

| | | | |
|---------------------------------|--|---------------|--|
| Printed Name – Authorized Agent | | Phone | |
| Mailing Address | | Email Address | |
| City, State, Zip code | | | |

Scott A Bell, Recreational Services Director Date

Signature of Authorized Agent, Title Date