



Kent Valley Ice Centre Advertising Package



Family Ice-entertainment.
Show your support for youth hockey
& community recreation centers.
Advertise in front of over 250,000+ visitors per year¹.

¹ According to study conducted by Major League Marketing

Kent Valley Ice Centre | Advertising Package
Advertising Specs & Rates 2019

Package #1

Dasher Board Ad \$2,500.00/year

Package Includes:
 2 dasher ads (opposite sides) Size: 8' (W) x 3' (H) – 24 s.f. ad
 40 skating passes for Admission & Skate Rental (\$600 value)



Questions? Email
Lexi@kentvalleyicecentre.net



Did you know?

Kent Valley Ice Centre is a 67,000 s.f. \$10 million family-oriented facility that is located in the City of Kent's Hogan Park. Along with offering clean and healthy recreational options for families, the Ice Centre is home ice to Kent Valley Youth Hockey Association, the Kent Valley Figure Skating Club, and hosts 32 Adult hockey teams every week!

Package #2

Zamboni Ad \$6,000.00/year

Package Includes:
 One Zamboni ad displayed on both sides of Zamboni.
 40 skating passes for Admission & Skate Rental (\$600 value)



Package #4

Scoreboard \$15,000.00/year

Package Includes:
 Your logo under the score clock.
 Annual skating party for you and 60 guests (\$1,500 value)



Package #3

Large Banner \$7,500.00/year

Package Includes:
 One large wall banner ad approximately 16' (H) x 24' (W) – 384 s.f.
 40 skating passes for Admission & Skate Rental (\$600 value)



Package #5

Skating Aid \$250.00/year

Package Includes:
 Your logo and small ad on one of our popular Skating Aids
 Appx. 12" x 12"



Advertising Specs & Rates 2019

Contact Information

Organization Name: _____

Contact Person: _____

Address: _____

CITY: _____

ZIP _____

Phone Number: _____

Email: _____

Advertisement Type: Circle all applicable and refer to details, rates and submission deadlines as outlined in [Advertising Specs & Rates](#).

Kent Valley Ice Centre

Dasher Ad Zamboni Score clock

Naming Rights Large Banner Skating Aid

Direct Web Link: _____

Web site link add \$250/year (Circle if desired and provide link address)

DATE

Technical Requirements

- Ads must be sized according to the specifications outlined in the Advertising Specs & Rates.
- Materials, content, and production must be approved by Kent Valley Ice Centre
- The Ice Centre does not accept responsibility for photograph reproduction errors or copyright infringement. Review the content & quality of photos appearing in your ad.
- Ad artwork and proofs must be submitted electronically to Lexi@kentvalleyicecentre.net.

Guidelines & Placement

- The Kent Valley Ice Centre reserves the right to refuse any ad that is deemed of unacceptable quality, unsuitable, inappropriate or of incorrect size.
- Ad placement is at the discretion of the Kent Valley Ice Centre. The Ice Centre reserves the absolute right to refuse any ad it deems to contain inappropriate or offensive material.
- Ads containing registration forms, sponsorship names and/or coupons, or contain competing products or services will not be accepted.
- Ads will be deemed correct and printed as submitted. Submitted ads are not proofread for spelling, grammar or punctuation.

Confirmation & Payment

- A completed Advertisement Agreement Form must be submitted and received along with payment and final artwork in order to secure advertising space.
- Payment is non-refundable.
- Production costs vary depending on desired complexity & graphics. All production costs are the responsibility of advertiser and are in addition to the advertising fee.

Note: Ads become the property of the Kent Valley Ice Centre. The Ice Centre does not maintain ads on file for future placement; therefore, please retain a copy of the artwork for your records.

Signature: _____

Date: _____

Payment Information: Circle and complete information as applicable.

Credit Card: Visa MasterCard Check# _____

Card Number: _____ Expiration: _____

Print Cardholder's Name: _____

Cardholder Signature (Required): _____

Total Payable \$ _____

Checks: Please make checks payable to **Kent Valley Ice Centre**

And mailed to:

Kent Valley Ice Centre

6015 South 240th Street

Kent, WA 98032

Kent Valley Ice Centre

Advertising Guidelines & Standards

Advertiser Responsibilities:

1. Submit to the Kent Valley Ice Centre (Ice Centre) for approval via email a high quality/resolution digital image of their proposed advertisement. Acceptable file formats are PDF, EPS or JPG at a minimum of 300dpi.
2. Ensure that the advertisement shall be in accordance with the Kent Valley Ice Centre Advertising Standards Policy (below). It shall be the right of the Ice Centre, at any time, to remove any advertising which in the sole opinion of the Ice Centre, is not considered appropriate.
3. Upon approval from the Ice Centre in writing of your proof, have your ad produced and deliver the approved advertisement to:

Kent Valley Ice Centre

6015 South 240th Street
Kent, WA 98032

Must verify that ads are produced using Ice Centre approved materials and according to all guidelines and size requirements.

4. Must submit payment at time of reservation. Ads must be provided to the Ice Centre for placement no later than one (1) month from the payment date. The ad space rental period as per agreement terms, will commence immediately upon receipt of the ad. Should the ad not be received within this time frame, the rental of the ad space shall automatically commence exactly one (1) month after the payment reservation date.
5. The Ice Centre reserves the right to extend the placement date of prepaid ads at its own discretion.
6. Advertisers will be offered first right of refusal for renewals of existing ad location(s).

Ad materials and printing costs vary considerably depending on the complexity of the desired ad. All material & Printing & production costs are additional.

The Ice Centre

1. The Ice Centre reserves the right to refuse any ad that is deemed unsuitable or of unacceptable quality.
2. The Ice Centre reserves the right to limit the number and variety of industry advertising categories within its facilities.
3. The terms of this agreement are subject to change at the sole discretion of the Ice Centre.
4. Advertising space is on a first-come, first-served basis.

Kent Valley Ice Centre Advertising Standards Policy

In determining the acceptance of advertising within its facilities, the Kent Valley Ice Centre reserves the absolute right to approve/refuse any advertisement. Specifically, but not limited to:

- a. The Kent Valley Ice Centre will not accept advertising of questionable taste or which, in its sole discretion, is considered offensive or irritating in its style, content, or method of presentation.
- b. Advertising must be free from offensive references involving racial, religious, or political matters.
- c. The Ice Centre reserves the right to refuse any ad that offers competing products or services as those offered at the Ice Centre in their sole discretion.
- d. Tobacco and alcohol advertising is not permitted for display on any Ice Centre arena advertising.