

# ICE RESURFACER ADVERTISING

## BENEFITS OF ICE RESURFACER ADVERTISING

- Grabs attention
- Unique design potential adds character to advertising
- Large surface area
- Exclusive advertising rights

## LET YOUR BRAND BE THE CENTRE OF ATTENTION

Market Your Brand - Support Your Community. Put an impactful message in front of tens of thousands of viewers and leave a lasting impression of your community-loving brand.

## ICE RESURFACER OPTIONS



LRC Twin Arenas



LRC Performance Arena

## BENEFITS OF ADVERTISING IN THE ALEXANDRA ARENA

- City of Leduc heritage building
- Spectators near ice level on three sides of ice surface
- Stand-alone arena results in highly captivated audience

**Don't wait. Only one opportunity available.**  
**Contact Denise today.**



**Alexandra Arena**  
Available for the 2022-23 season

**\$2000**

**Special Rate for the  
2022-23 season**

**Denise Broadbent**

Corporate Partnerships Coordinator

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Advertising bundles and discounts are available. Prices are subject to GST. Creative design, production, installation, and removal is the responsibility of the advertiser. Contracts are billed annually upon execution. Proofs of proposed artwork are subject to the approval of the City of Leduc prior to production as per the City of Leduc Advertising and Sponsorship Policy (/city-leduc-advertising policy). The City of Leduc cannot guarantee the acceptance of advertising material and reserves the right to reject any advertising proposal. All information, including rates, may be changed at any time without prior notice.

# LOOKING FOR THE BEST BRAND EXPOSURE IN LEDUC?

**MAKE AN IMPRESSION**

**HAVE YOUR BRAND SEEN**

**ATTRACT ATTENTION**

**GET CONNECTED**

**DRIVE INTEREST**

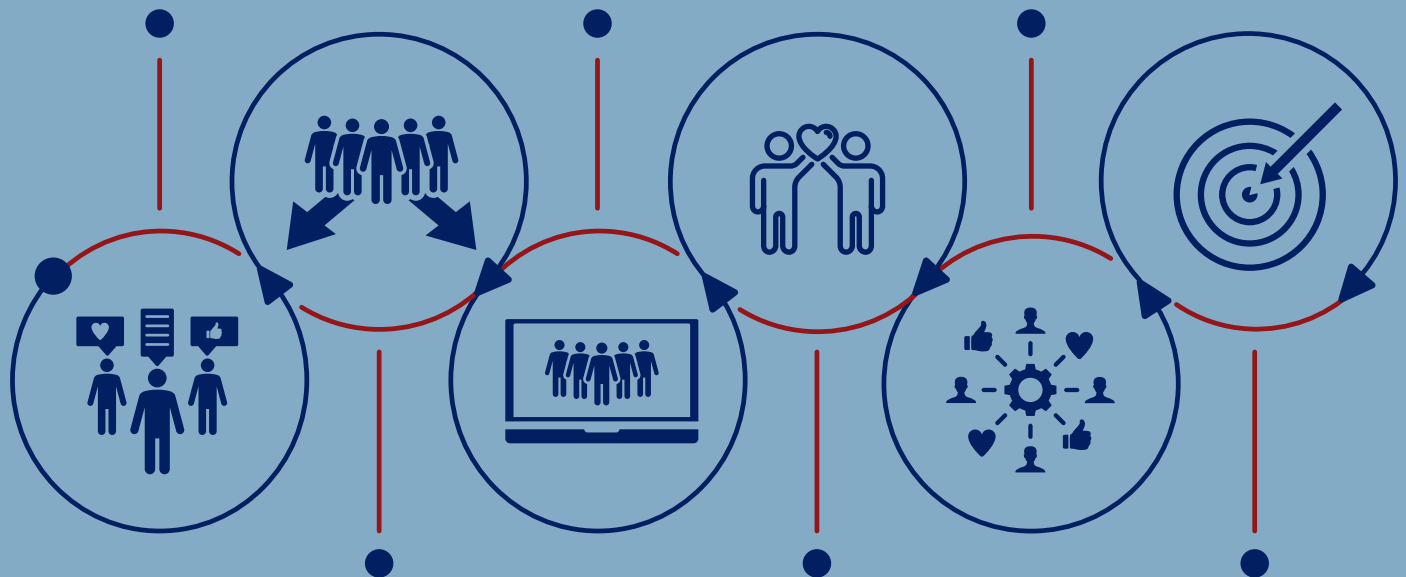
With hundreds of thousands of visits annually, Leduc's ice arenas are the perfect place to promote your brand, drive sales, & enhance your company's community profile.

## Your community benefits too

All advertising revenue is re-invested in City of Leduc recreation programs, initiatives, and operations.

## Repeated exposure

Year-round advertising exposure will aid brand recall and loyalty.



## Beyond the local crowd

The City of Leduc's Sport Tourism strategy and Leduc's high performance teams draw regional, national, and international visitors.

## Spend quality time

Studies show that the average spectator spends sixty (60) minutes per arena visit and often visits more than once a week.