



# City of South St. Paul

## Doug Woog Arena

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## ARENA ADVERTISING POLICY

Doug Woog Arena experiences an average of 500,000 people visiting annually including youth association and high school hockey games and practices, a variety of youth, high school, and regional tournaments, figure skating events, community skating events, learn to skate lessons, and sponsored camps/clinics. Approximately 6,000 hours of ice is sold annually, making Doug Woog Arena a seven-day-a-week operation and a popular skating and event destination.

Consider advertising at Doug Woog Arena to promote your business! You will not only visually reach arena visitors in our building, we also feature *Live Barn*, an on-line streaming video service, in addition to local cable access television coverage by Town Square Television of many arena events. Businesses who choose Doug Woog Arena for its advertising not only reach a wide, regional audience visually, but also have the opportunity to distribute coupons/flyers during events held at the arena.

Don't miss this great opportunity to capture new business by advertising to our skaters and visitors. We hope Doug Woog Arena can help create a connection to make our customers your new customers!

### **Advertisement Fee Structure** (advertising space based on availability):

- Dasher Board: Please contact arena for information and pricing
- On Ice Logo: \$900 for one year, or \$2,400 for three years
- Zamboni Wrap: \$1,000 per year (3 year minimum contract)

### **Dasher Board Advertisements:**

All advertisements shall be approved for content and size specifications by Doug Woog Arena and shall be produced by an approved vendor. Art work and production ordering and fees are the responsibility of the advertiser. Doug Woog Arena will be responsible for placement and installation of dasher board advertisements once received from advertiser.

### **On Ice Logo Advertisements:**

There are four possible locations for On Ice Logo Advertisements. All advertisements shall be approved for content and size specifications by Doug Woog Arena and shall be produced by an approved vendor. Art work and production ordering and fees are the responsibility of the advertiser. Doug Woog Arena will be responsible for placement and installation of dasher board advertisements once received from advertiser

### **Zamboni Wrap Advertisements:**

Advertising wraps are available for both the Rink 1 and Rink 2 electric ice resurfacers. All advertisements shall be approved for content and size specifications by Doug Woog Arena and shall be produced by an approved vendor. Art work and production ordering and fees are the responsibility of the advertiser. Doug Woog Arena will be responsible for placement and installation of dasher board advertisements once received from advertiser

**Questions?** Contact Doug Woog Arena at 651-554-3332 or E-mail [jwilcox@sspmn.org](mailto:jwilcox@sspmn.org) to either set up a time to meet or handle your request over the phone.