

TERRY CONNERS ICE RINK
1125 Cove Road – Stamford, CT 06902
(203)977-4528 Fax (203)977-4184
WWW.TCRINK.COM

Ken Smith, Rink Manager
City of Stamford, Connecticut



ADVERTISING/SIGN SPECIFICATION AND RATES

General Information:

Terry Connors Ice Rink, owned and operated by the City of Stamford, is located at 1125 Cove Road inside Cove Island Park in Stamford, CT. The Rink's skaters and spectators total over 250,000 visits per year. This family oriented traffic will provide exceptional exposure for advertisers. Also, advertising revenue will help support our Youth Programs who call Terry Connors Rink, a non-profit entity, Their Skating Home.

Dasher Board Advertising:

1. Ads/Signs will be 33 inches high by 96 inches long.
2. Ads/Signs are available on all side (home and away) boards and corner sections. Ads/Signs will not be placed on the straight runs known as the Rink "ends" that are behind each goal net.
3. All Ads/Signs will be adhered to the Rink's white dasher facing material.
4. The Advertiser is responsible for all artwork, color choices and production of their sign. All costs for the production of the sign is the sole responsibility of the Advertiser. All signs shall be vinyl with adhesive backing that easily applies to the Rink dasher board material.

Ice Resurfacer Advertising:

1. The Rink Ice Resurfacer has two available areas (sides) for advertising. The actual size of the ad space is 8 feet in length and vertical (height) dimensions of 38 inches on one end and 31 inches on the opposite end.
2. Signs must be vinyl and adhesive backing that will adhere to the Ice Resurfacer side panels. As with the Dasher Board Signs, all Resurfacer signs must be produced and costs borne by the Advertiser.

In Ice Full Center Circle and Neutral Zone Space

In Ice Logos available and must be ready to install when new ice goes in once a year, usually in September. Must coordinate with Rink Manager.

Advertising Rates and Terms:

In Ice Full Center Circle	\$1,250.00
In Ice Neutral Zone Space	\$ 750.00
Board Ad Space One Side	\$1,200.00
Board Ad Space Both Sides (2 ads)	\$2,100.00

*Please note that the production of the sign(s) is the responsibility of the Advertiser.

Actual positioning of the sign(s) is offered on the first come, first serve basis. The Advertiser providing payment for the first 12 month advertising term will be first to choose the location of his sign. Subsequent payments by other Advertisers will determine their choice of sign location.

All advertising payments must be payable to the "City of Stamford" and be delivered in person or by mail to: (the Rink also accepts mastercard, visa, and discover)

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