

SPONSOR BENEFITS

- Your advertising dollar will go a long way as approximately 500,000 people actively participate and attend programs and activities at the Kennedy Recreation Center yearly.
- Our weekly scheduled public skating sessions average over 150 people per session.
- Our facility provides a diversified array of programs. Your signage will be visible to people of all ages.
- Capitalize on the increasing national popularity of ice hockey, figure skating and overall physical fitness.
- Receive favorable media attention and publicity. Host to many regional and national hockey tournaments and events.
- Advertise your business or organization in a non-traditional setting with other area businesses and organizations.
- Associate your business with the trend setting and state-of-the-art Kennedy Recreation Center.
- Sponsorship packages created especially for your marketing needs.
- Be a supporter of community programs and activities.
- An updated schedule of events is available upon request.



ABOUT THE KRC

The Indoor Facility

- 150,000 square foot indoor facility
- (1) Professional size (85' x 200') ice arena
 - (4) Team locker rooms
 - Spectator viewing area capable of holding approximately 1,200 spectators
- Suite seating (seven private boxes)
- (1) Professional size (85' x 200') ice arena
 - (4) Team locker rooms
 - Spectator viewing area capable of holding 200 spectators
- (1) Professional size (85' x 200') ice arena
 - (4) Team locker rooms
 - Spectator viewing area capable of holding 400 spectators
- Complete pro-shop (Sports Services)
- Skate rental
- Concession stand and lounge area
- Meeting/community rooms
- Video Arcade
- City of Trenton Parks & Recreation Department offices
- Physical Therapy Clinic (The Training Room)

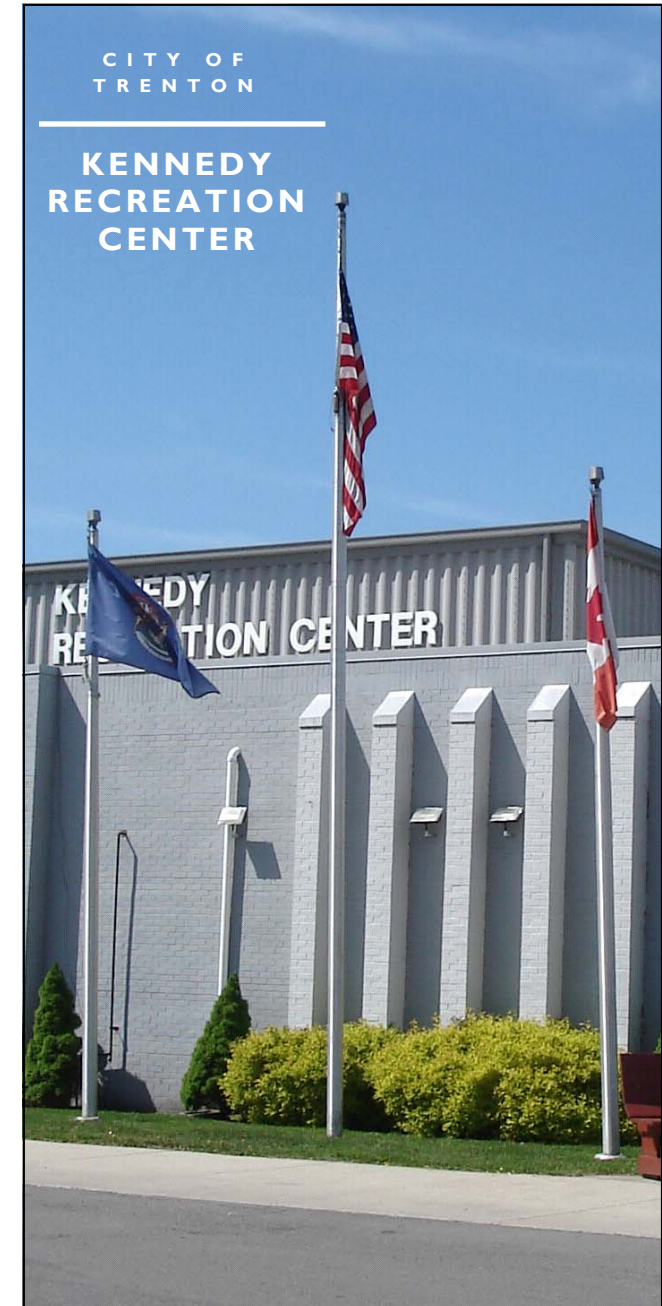
Indoor Programs

- Public Skating
- Parks & Recreation Department Sponsored Programs
- Figure Skating Instruction
- Learn-To-Skate Classes
- Ice Show
- Hockey Programs (including Leagues, Clinics, Camps)
 - Trenton Hockey Association
 - Michigan Devils Hockey Association
 - Grosse Ile Hockey Association
 - High School Hockey Games
 - Trenton High School
 - Riverview High School
 - Grosse Ile High School
 - Gibraltar Carlson High School
 - Adult Hockey Leagues
 - Drop-In Hockey
- Group & Corporate Outings
- Birthday/Party Packages
- Fitness Classes
- Special Events

Plus . . . a 13,000 square foot outdoor pool and many other opportunities!



More Information or
to schedule a tour call Kathy
Phone: (734) 676-9561
E-Mail: kane@marketinsights.us



**Community Marketing
Sponsorship Packages**

3101 West Road
Trenton, MI 48183

VISIT TRENTONKRC.COM



COMMUNITY MARKETING OPPORTUNITIES & SPONSORSHIP PACKAGES

BACKLIT SUITE SIGNAGE (approx. 20' x 3')

Help light up our main arena! Put your company's name and logo on the front of one of our nine suites. Our elevated suites face the general seating area in the main arena, which seats close to 1,200 spectators. These lights will remain on even when the suites are not in use.

- \$4,500.00/year, (3 year contract).
- "Face of the sign" created and installed with advertiser pdf artwork.
- One time sign fee, price varies from \$1,000-\$1,300.

ICE RESURFACER SIGNAGE, (Approx. 3'X 3')

Who doesn't love the Zamboni? Expose your business or organization to facility users and spectators via ice resurfacers and you will be sure to leave a lasting impression. Our three arenas are resurfaced numerous times throughout the day. Your logo will appear on two sides of our Zamboni.

- \$6,000.00/year per ice resurfacers, (3 year contract)
- Advertisement on (2) sides of ice resurfacers. Two Ice Resurfacers available.

BACKLIT SCOREBOARD SIGNAGE

(Approx. 3' x 9')

Your company's logo will shine bright next to one of our scoreboards. Just think about how many times spectators look up to the scoreboard to check out the score and see how much time is left on the clock. The signs will be on even when the scoreboard is not in use.

- \$6,000.00/year (3 year contract)
- "Face of the sign" advertiser to provide art work and color schemes. Sign price will vary depending on art work and color schemes.

DASHBOARD SIGNAGE (approx. 3' x 8')

The most popular advertising avenue . . . dashboards offer one of the most effective ways to display your company's logo and message to users and spectators.

- **PLATINUM:** \$1,800.00/year
Advertisement on (2) boards in each of our (3) arenas (6) signs total
- **GOLD:** \$1,500.00/year
Advertisement on (2) boards in (2) of our arenas (4) signs total
- **SILVER:** \$1,200.00/year
Advertisement on (2)boards in (1) of our arenas (2) signs total
- Price includes dashboard signage

WALL BANNER SIGNAGE (3' W x 6' L)

Want to impact our patrons as soon as they walk into the arena? Then wall banner signage is the way to go. Wall banners will be located inside the arenas and in our lobby which house our pro-shop, skate rental center, concessions area, arcade and Parks & Recreation Department offices.

- \$500.00/year, includes cost of banner

IN-ICE SIGNAGE (Approx. 10' x 9')

Your company's name and logo will actually become a part of our ice sheet. The pre-fabricated logo, located between the blue lines, will be highly visible for all to see.

- \$3,500.00/year (2 year contract)
- Price includes cost of signs and labor to install

OUTDOOR POOL SIGNAGE (3 X 6 Banner)

- \$500.00 includes 1 color banner May- Sept.
- Indoor lobby Sept.- May add \$200.00

NEW MULTI MEDIA MARKETING

Get the most from your marketing \$\$\$ through our new multi-media marketing opportunities. Sponsorships over \$1,000 can choose 5 items from the following list of multi-media marketing that best fits your marketing needs.

- Web site logo & Link
- Video commercial display in lobby
- discount ice show ads
- Buzz Annual Calendar/ Directory ad discount
- Brochure rack display space
- Table display at tournaments
- Restroom ad placement with sign purchase.
- Outside marquee, street sign, pool sign negotiable with ad space.

FUNDRAISING (FOR NEW SPONSORS ONLY PLEASE)

If your team needs an **easy fundraiser**, sell KRC advertising. Your team gets **10% back** with any one year contract.

How about a **team Spirit Banner** that will hang all fall season in the Main Rink or Lobby? For a special price of \$540 including a one color 3 X 6 banner printed with your team logo, roster and any messages.

Your team could sell "banner happy ads" that parents could buy for their child or their business and list the participating names at the bottom of the banner, if each family sold 1 @ \$50/each for example the team makes \$210 if all 15 players sell one.



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