

2017 Eston & District Recreation Marketing Opportunities Matrix

Available Sponsorship Inventory

	Eston & District Community Complex Naming Rights	Hockey Rink Surface & Lobby	Score Clock	Dressing Rooms	Mezzanine	Centennial Hall	Ball Diamond 1	Eston Lions Pool	Curling Ice Sheets	Gallery of Glory	Arena Concourse VIP Lounge	Ball Diamond 2	Ball Diamond 3	Bowling Alley	Wall Signs
Annual cost	\$15,000	\$6,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$1,500	\$1,000	\$1,000	\$1,000	\$500	\$500	\$500
Length of contract	10 years	5 years	5 years	5 years	5 years	5 years	5 years	5 years	5 years	5 years	5 years	5 years	5 years	5 years	1 year
Exterior building sign	x														
Guest of honour at the "grand opening"	x	x													
Ice logo	x	x							x						
Media mention	x	x													
Presenting/speaking opportunity at grand opening	x	x													
Wall sign in a prime location	x (above centre ice)	x (above centre ice)	x (above centre ice)												
Wall sign				x	x	x									
Radio thank you	x	x													
Newspaper thank you cluster ad	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Website	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Social media	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Name on door				x	x	x					x			x	
Sign in lobby listing dressing rooms				x											
Signage at location(s) (2 signs in total)							x	x		x		x	x		
Marketing rights (with approval from Rec Board)	x										x				