



## Advertising @ Vacaville Ice Sports

Thank you for your interest in advertising with Vacaville Ice Sports. Your ad on our dasher boards is a great way to maximize your advertising dollar and has never been easier. Dashers are a highly visible medium, with maximum exposure. We offer a variety of options to fit every advertising budget. Vacaville Ice is managed by Iceoplex. Reserve your dasher spot today and put your ad in front of thousands of prospective customers!

### What are Dasher Boards?

Dasher boards are the white perimeter walls that surround the ice rink. Each dasher is 18ft X 33 inches, plenty of room to get your advertising message across. If you have ever watched an ice hockey game or figure skating championship, the dashers are very visible and are seen by thousands on a weekly basis.

### About Vacaville Ice/Iceoplex

Partnering with us to achieve your advertising needs will increase your exposure and bring more customers to your door! Vacaville Ice is a 2-sheet facility, centrally located close to downtown Vacaville and I80. We host a wide variety of events such as: public skate sessions, various youth functions and fundraising, birthday parties, figure skating competitions, youth hockey tournaments, NorCal youth hockey state playoffs, CAHA youth hockey events, church groups, school groups, private and corporate events, as well as broomball events. WE are home to Vacaville Jets Youth Hockey, Golden State Youth Hockey, Vacaville Youth In-house, Adult Hockey Association, Vacaville Skating Academy, Vaca Valley Figure Skating Club, Sac State Hockey, US Davis Hockey and the Ice Raiders Amateur Hockey Team. Our age demographic ranges from 3 to 78 years old!

### Dasher Ad Costs

We have several packages to fit your advertising needs ranging from \$500 for 1 dasher/1 rink, to \$1250 for 2 external dashers with advertising on our website. All packages are for a full year from dasher placement. We also offer some other advertising opportunities.

### Dasher Board Production

The dasher ads are created by a local vendor and cost \$200 per dasher board. if you advertise on both rinks, the dasher boards with run \$400. You have the option of retaining your spot and renewing your dasher contract on your yearly anniversary.

### *Vacaville Ice hosts dozens of unique events every year, including:*

- ~ Youth Hockey Tournaments ~ Birthday Parties ~ Adult Hockey Tournaments ~
- ~ Corporate Events ~ Broomball Games ~ Church Events ~ Figure Skating Competitions ~
- ~ Home of Vacaville Jets Youth Hockey Club ~ Nightly Public Skate Sessions ~
- ~ Home of Golden State Elite Hockey Club ~ Home of the WCHL Ice Raiders Jr Hockey ~
- ~Team Building Events ~ Home of the Solano Stars ~ Home of the Vaca-Valley Synchronized Skating Team ~

Our location is adjacent to Brendan Theaters Center and I80, and conveniently located close to the Vacaville Factory Outlets, which makes *Vacaville Ice* a popular destination for family entertainment.

I hope this brief explanation of our dasher advertising and the benefits to you have answered your questions and enticed you to advertise with us for the coming year! If you have any questions or are ready to see your ad on our dasher, please reach out to me anytime.

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