

## Expose your business to 200,000 people annually

Hello,

My name is DJ Whitten, and I am writing you as the Manager of the Portland Ice Arena. We are a municipally owned facility that opened in 1985 with a seating capacity of over 850 people. Like most arenas, our doors open around 5a.m. and close after midnight each day. In the hours between, our facility is kept busy with a wide array of activities and users. Hundreds of hockey players and figure skaters. Daily practice sessions for the Portland Pirates of the American Hockey League. Public skating sessions, birthday parties and so on.



[www.portlandicearena.com](http://www.portlandicearena.com)

In the recent months, I have focused on creating a new in house advertising campaign here at the arena. This is the reason that I am contacting you today. As we all know, utility costs are increasing at a rapid pace, and frankly in order for us to offset those costs, we need to search for new ways to generate additional revenue streams. Aside from the obvious fore-mentioned reasons, I am doing this so that the kids of Southern Maine will have a place to live out their skating dreams just as I did inside these same walls some 20 years ago.

I am not a salesman, nor do I have the time to pretend to be one. Driving the Zamboni, sharpening skates, and keeping the locker rooms clean keeps me busy enough. Having said that, I am convinced that the best place to look for potential advertising relationships is with those companies that would benefit most from displaying their business logo to our 200,000 patrons each year. The reality is that we share the same customer base. Your future customers are mine as well. I know we are all busy, and I am certain that you are approached regularly by people claiming to have something that you "can't live without". That is not my goal. I would however, love to chat with you about the different programs that we have to offer.

Our programs start as low as \$500 per year. Where else can you reach out to 200,000 people annually with your business message for just \$1.10 per day? Please recognize that this is truly a unique marketing opportunity that with the support of businesses like yours will in turn allow the young and old to continue to benefit from skating at my facility. In the end, it is sure to benefit both of us so much. Thanks so much for your time, and please contact me today so we can get started.

Sincerely, DJ Whitten

## DASHBOARD ADVERTISING



This is an opportunity to put your business logo right into the action! Catch the eye of 200,000 spectators as they watch the action on the ice. This is the same as you see on television in the bigger venues, at a fraction of the cost. These spots are 3Ft. High X 8Ft. Wide. Plenty of space for you to display your message.

**ONLY \$750 per year\***

“When the skater’s parents, grandparents, aunts and uncles see your sign here at the Portland Ice Arena, they will know that your business supports today’s youth and the dreams that inspire them.”

## Learn to Skate program reaches out to thousands each year.

This year marks our 25th season servicing the needs of Greater Portland’s skating community. That is quite a feat in the arena business, and we are going stronger now than ever.

Since our doors first swung open in 1984, we have proudly offered our ISI Learn to Skate lessons. To date, over 20,000 people, young and old, have learned how to skate by using our program.

As business owners, I feel

we have an obligation to support the youth of today. These same kids that are lacing up their skates here on Saturday morning’s, will be Sales Reps, Accountants, and V.P.’s that make up the local work force in just a few short years. It is venues like ours that allow these kids to learn to dream, set goals, and most importantly work towards achieving them.

Because of the support of area businesses like yours, we are able to continue to offer these pro-

grams at an affordable rate. When the skater’s parents, grandparents, aunts and uncles see your sign at Portland Ice Arena, they will know that your business supports today’s youth and the dreams that inspire them.

## ZAMBONI ADVERTISING

Everyone from the young, to the young at heart are mesmerized by this machine as it cleans the ice.



A truly unique, “one of a kind” location. Your business ad on the ice resurfacing machine. By displaying your message here you will be front and center during each event. Everyone from the “young”, to the “young at heart” are mesmerized by this machine as it cleans the ice. There is only limited space available, so be quick to take advantage of this catchy advertising opportunity!

**ONLY \$5,000 per year\***

# WALL ADVERTISING



Located directly across from the spectators bleacher area and above the player benches. This spot offers high profile visibility from every seat in the house. Our most popular choice, this advertising opportunity is a huge bang for the buck!

**ONLY \$500** per year

*“Dollar for dollar, no one else compares. Your only spending \$1.03 for every 1,000 people that view your message.”*

## *Ice Arena Patron Profile*

Our facility is kept busy by a broad range of people from the Greater Portland area. Please take a few minutes to read through the following information so you can get to know our customers, after all they are potential customers of yours as well!

Greater Portland Population:  
600,000 people.

Age:

- 12% 60 years of age or older
- 68% between the ages of 19-60
- 20% under the age of 18

Dollar for dollar no other form of marketing can match the efficiency of advertising with the Portland Ice Arena.

Did you know that the combined national average cost of Newspa-



per, Television and Radio advertising is \$6.38 per every 1,000 views. The cost for every 1,000 views here at the arena is \$1.03.

71% of our customer base earns over \$50,000 annually.

# ON ICE ADVERTISING

For about \$2.50 per day you can be guaranteed to have your perspective customers talking about your advertisement at the Portland Ice Arena. These ad's are actually painted right into the ice surface and are in constant view anytime the arena is open.



**ONLY \$1000** per year\*

Your company logo painted right into the playing surface! How cool is that?

## DISPLAY YOUR T.V. COMMERCIAL ON OUR NEW 42” PLASMA TELEVISION IN THE ARENA LOBBY

A 42” plasma tv has been installed in the arena lobby allowing your commercial to be viewed by thousands of people each week. If you already have a commercial produced, than we will just incorporate it into the informational loop that runs continuously while the arena is open. If you need a commercial produced, that is no problem either as we can put you in touch with a company to do that. Unlike pricey television ads on cable that can cost thousands, the viewers can not reach for the remote and change the channel while your commercial airs. You will have a captive audience as parents wait in the warming area of the arena. How can you go wrong, your ad will run at least 12 times a day for only **\$500 per year**. That figures out to \$1.36 per day.



Visit us online@  
[www.portlandicearena.com](http://www.portlandicearena.com)

## Investing in today's youth, building tomorrows leaders

Today's youth are the leaders of tomorrow. What better investment is there for your business, than to expose your services to the thousands of family's that use the arena each week. By doing so, it will allow us to offset steep operating costs so that people can benefit from our programs for years to come. Facilities like this one, afford the youth the place to dream, and more importantly the avenue to pursue those dreams. All the while, they are learning life long skills on how to set goals and how to work towards achieving them. Additionally, as we all know, the more structure and extra-curricular activities that our kids can get involved in, the less likely they are to get off track.

I know you are constantly targeted for

support. However, I am convinced that you will find this to be a magnificent way to spread the message about your business and the services you provide, all while keeping kids on the ice for years to come.



**One of our Skate guards helps a young skater during a busy Public Skating session**

Either way, we wish you and your company a wonderful year, and hope that you are as energized as we are about this opportunity. To get started today please contact the Arena Manager, D.J. Whitten @ 774-8553 or [djw@portlandmaine.gov](mailto:djw@portlandmaine.gov)

With the troubling economy, and uncertain futures for many, take advantage of our ridiculously low rates, and get involved. Invest your money back into the communities that your business caters to, and I am certain it will be a winning combination for both of us.