

# Canada Games Park

## Advertising Rates and Placement



**CANADA GAMES PARK**





# CANADA GAMES PARK

**Advertise in Niagara's state-of-the-art recreational facility, The Walker Sports and Abilities Centre at Canada Games Park!**

## **ARENA ADVERTISING**

Advertise on our boards all year long in one of our two NHL sized hockey rinks during hockey and lacrosse season or advertise in the ice from September to March. Algoma Central Arena can hold up to 1200 spectators and the GFL Environmental Arena can house up to 250 spectators. Each arena will house both hockey and box lacrosse.

The venue is also home to BROCK UNIVERSITY'S Men's and Women's hockey teams. They will each play 20 home games in the arena and expect attendance upwards of 1000 fans each game. We are also home to St. Catharines Minor Lacrosse Association and St. Catharines Jr. A and Junior B Athletics Lacrosse. Attendance for these games this past season have ranged from 500-1000.

## **ABOUT US**

Built to house the 2022 Canada Summer Game and be a legacy piece for the entire Niagara community, the venue is accessible to all who wish to use it. Managed by ASM Global, the building is located adjacent to Brock University's main campus.

## **FACILITY FEATURES**

- two (2) NHL sized hockey rinks (Algoma Central Arena and GFL Environmental Arena)
- One (1) NBA sized basketball court (with the ability to be divided into four smaller areas, each named after sponsor 'Canadian Tire Financial Services' retail banners and charitable organization)
- One (1) 200-meter indoor suspended walking/running track (Haj Ahmad Family Foundation Track)
- One (1) outdoor track and field centre (GFL Environmental International Track and Field Centre)
- Six (6) beach volleyball courts

All the events and leagues above clearly demonstrate the building's forward facing community values and propel the notion of successful and populated expected attendance. This information makes investing in either rink-board advertising or in-ice advertising within the venue very advantageous.

Attached are the documents which contain specifics of the venue's ad-rates for your review. If you are interested in advertising at Canada Games Park, please reach out to us [Here](#).

Kind Regards,

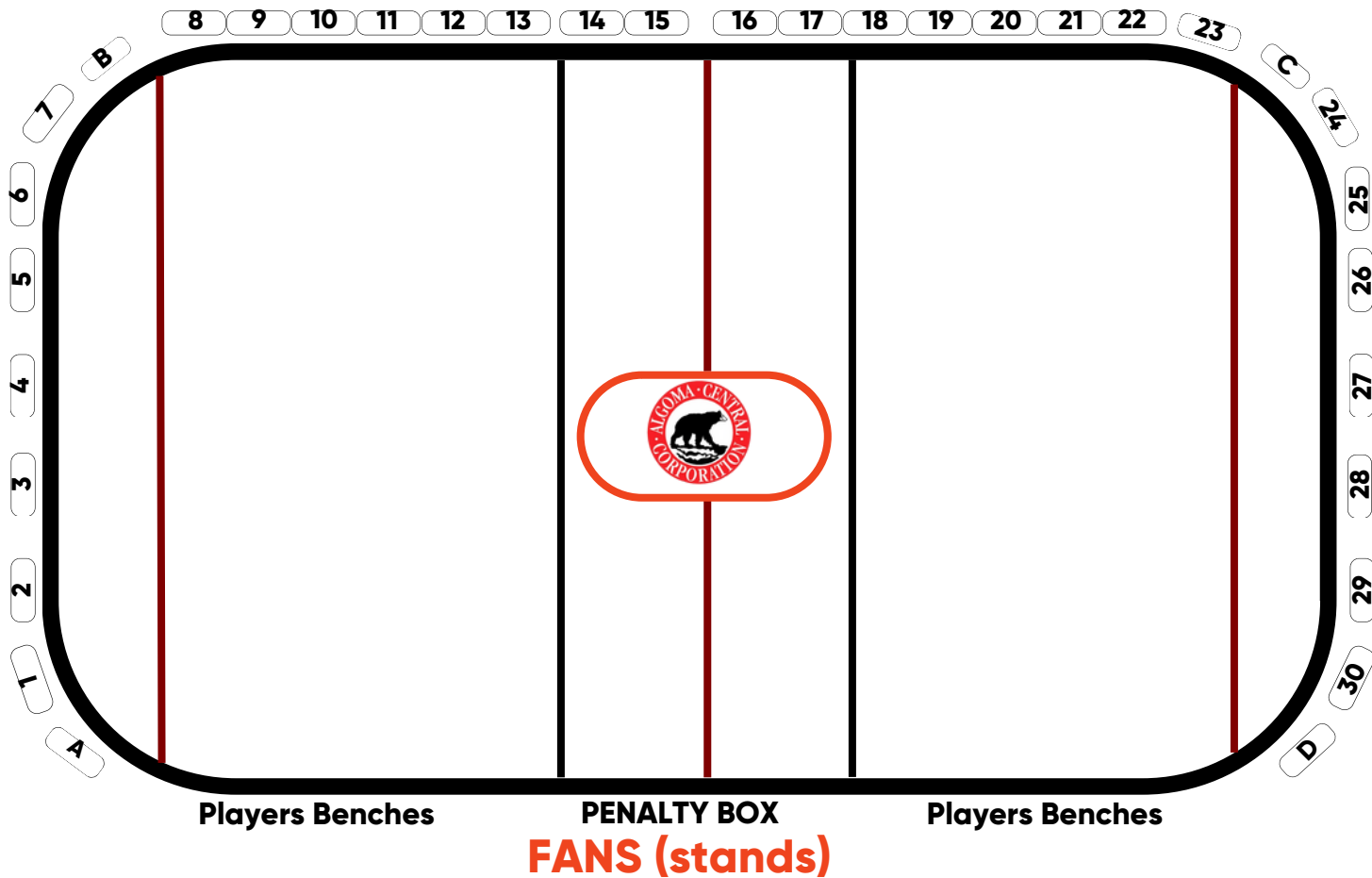
**Kay Meilleur**

**Director of Marketing Meridian Centre and Canada Games Park**

**[kmeilleur@meridiancentre.com](mailto:kmeilleur@meridiancentre.com)**



# Canada Games Park Rinkboards Ad Space Rental Locations (Algoma)



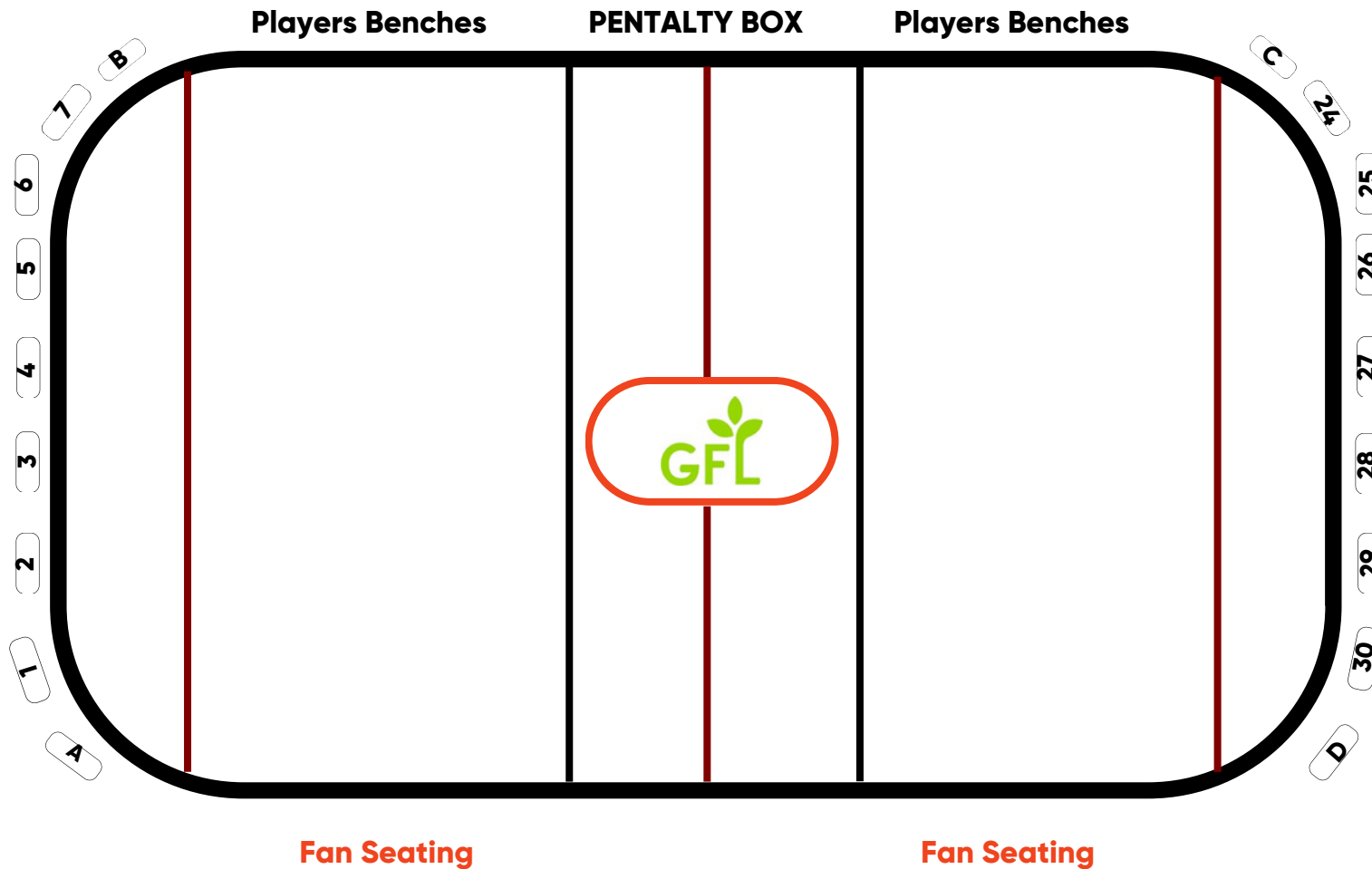
All boards are 10 ft and include 4 changes per year

Cost: ARENA ONE \$1800.00

Corner boards (A-D) are 4 ft and include 4 changes per year

Cost: ARENA ONE \$1100.00

# Canada Games Park Rink Board Ad Space Rental Locations GFL



All boards are 10 ft and include 4 changes per year

**Cost ARENA TWO:\$1200.00**

Corner boards (A-D) are 4 ft and include 4 changes per year

**Cost: ARENA TWO: \$700.00**



**\*\* This image is not to exact scale and the final position may not be precise**

# Algoma Central Arena Rink Board Advertising Ad Space Rental Locations

**\*\*This image is not to exact scale and the final position may not be precise.**





# GFL Environmental Arena

## Rink Board Advertising

### Ad Space Rental Locations

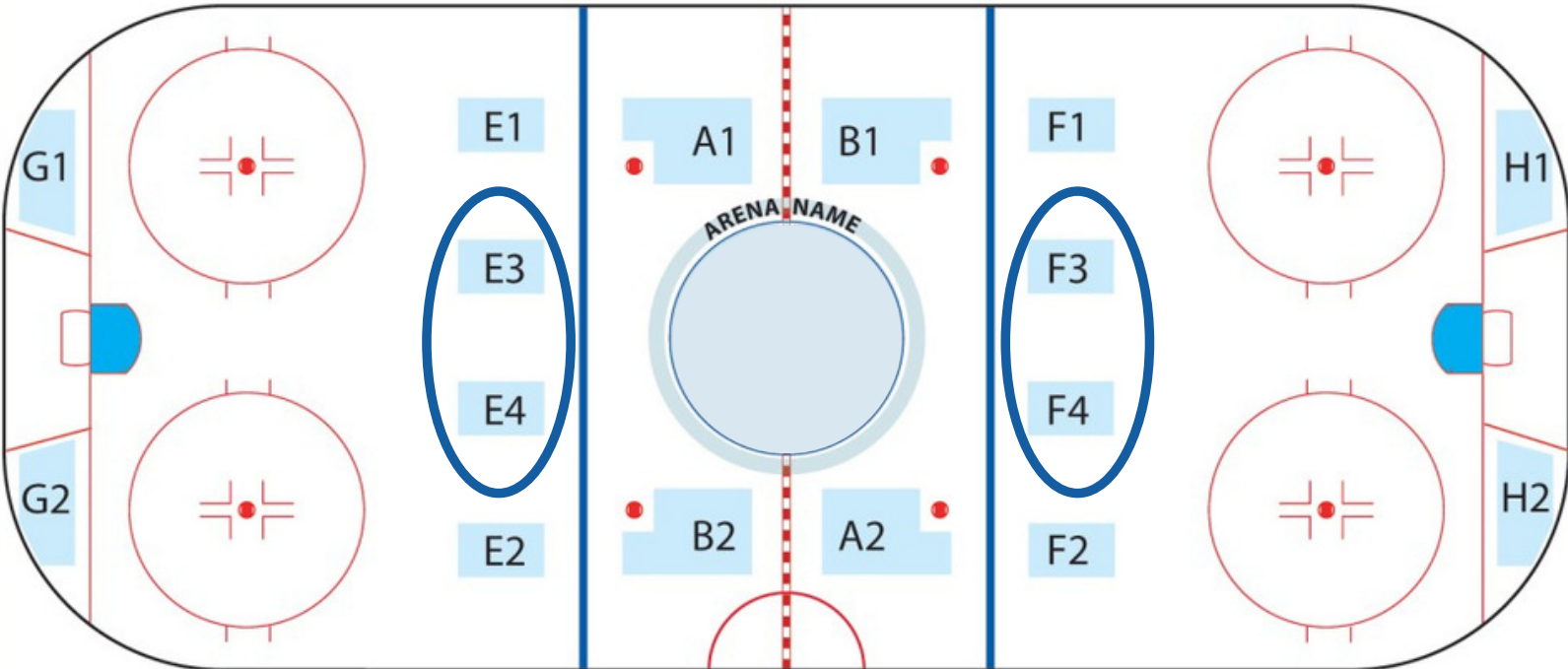
**\*\*This image is not to exact scale and the final position may not be precise.**





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## Rink Advertising Pricing



### LOGO DIMENSIONS

#### Team Logo

Should not exceed a radius of 14' 10"  
Should have 3" of white space along the full length of the centre line

#### Building/Arena Name

Maximums: Height 30"

**Positions:** A1, A2, B1, B2, E1, E2, E3, E4, F1, F2, F3, F4

Maximums: Height 9', Width 15' - all while staying within 81 square feet

**Positions:** E and F

Maximums: Height 10' and width 30'

**Positions:** G1, G2, H1, H2,

Maximums: Height 5.5', width 14'

## In-Ice Logo Cost

### Algoma Central Arena Cost

### GFL Environmental Arena Cost

|                                          |           |                                          |           |
|------------------------------------------|-----------|------------------------------------------|-----------|
| A1-F4                                    | \$2500.00 | A1-F4                                    | \$1700.00 |
| G1 and G2 H1 and H2                      | \$2350.00 | G1 and G2 H1 and H2                      | \$1550.00 |
| E3 and E4 Combined<br>F3 and F4 Combined | \$5500.00 | E3 and E4 Combined<br>F3 and F4 Combined | \$4600.00 |

In Ice logos only available until Ice is installed



| <b>Walker Sports and Abilities Centre at<br/>Canada Games Park<br/>2024-25 Price List</b>                                                                                                                                                                   |                                                                                                      | #<br>available |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------|--|
| Please note: from time-to-time there may be a special event that requires the boards be covered or there may be a sponsored event in the venue where the boards are temporarily replaced. If this happens, your board will be replaced at no charge to you. | Cost includes textile.<br>Artwork must be provided or work with Rink boards to produce ad (plus HST) |                |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
| <b>IN ICE LOGOS</b>                                                                                                                                                                                                                                         |                                                                                                      |                |  |
| <b>Rink 1 Algoma Arena 1200 spectators</b>                                                                                                                                                                                                                  |                                                                                                      |                |  |
| In-Ice Logo A1-F4 (see location map)                                                                                                                                                                                                                        | \$2500                                                                                               | 12             |  |
| In-Ice Logo G1-H2 (see location map)                                                                                                                                                                                                                        | \$2350                                                                                               | 4              |  |
| In-Ice Combined large E3,W4 and F3,F4                                                                                                                                                                                                                       | \$5500                                                                                               | 2              |  |
| <b>RINK BOARD SIGNS</b>                                                                                                                                                                                                                                     |                                                                                                      |                |  |
| Arena 1 Rink board (includes 4 changes/year)                                                                                                                                                                                                                | \$1800                                                                                               | 30             |  |
| Arena 1 Corner boards A-D (includes 4 changes/year)                                                                                                                                                                                                         | \$1100                                                                                               | 4              |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
| Zamboni                                                                                                                                                                                                                                                     | Call to inquire                                                                                      |                |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
| <b>IN ICE LOGOS</b>                                                                                                                                                                                                                                         |                                                                                                      |                |  |
| <b>Rink 2 GFL Arena 250 spectators</b>                                                                                                                                                                                                                      |                                                                                                      |                |  |
| In-Ice Logo A1-F4 (see location map)                                                                                                                                                                                                                        | \$1700                                                                                               | 12             |  |
| In-Ice Logo G1-H2 (see location map)                                                                                                                                                                                                                        | \$1550                                                                                               | 4              |  |
| In-Ice Combined large E3,W4 and F3,F4                                                                                                                                                                                                                       | \$4600                                                                                               | 2              |  |
| <b>RINK BOARD SIGNS</b>                                                                                                                                                                                                                                     |                                                                                                      |                |  |
| Arena 2 Rink board (includes 4 changes/year)                                                                                                                                                                                                                | \$1200                                                                                               | 20             |  |
| Arena 2 Corner boards A-D (includes 4 changes/year)                                                                                                                                                                                                         | \$700                                                                                                | 4              |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
| Zamboni                                                                                                                                                                                                                                                     | Call to inquire                                                                                      |                |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
| *Receive 15% discount if you purchase both arenas                                                                                                                                                                                                           |                                                                                                      |                |  |
| *3-year contract save 5%                                                                                                                                                                                                                                    |                                                                                                      |                |  |
| *5-year contract save 10%                                                                                                                                                                                                                                   |                                                                                                      |                |  |
| *Receive 10% discount if you purchase ice logo and rink board                                                                                                                                                                                               |                                                                                                      |                |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
| Rink board location is approximate and is based on first come first served. This season size is 10ft, this may change to 8ft in subsequent years, but we will notify you if this is the case                                                                |                                                                                                      |                |  |
| All artwork must be approved by ASM Global *See all terms and conditions*                                                                                                                                                                                   |                                                                                                      |                |  |
|                                                                                                                                                                                                                                                             |                                                                                                      |                |  |
| *Contract begins on install date                                                                                                                                                                                                                            |                                                                                                      |                |  |

**BONUS:** If you purchase a rink board or in-ice logo receive a free digital advertisement on our TV screens located on the concourse.



# Canada Games Park Payment Authorization

Company Name/Address \_\_\_\_\_

Contact Name/Email \_\_\_\_\_

Total (HST will be added to invoice) \_\_\_\_\_

Term                      1 Year                      3 Year (5% discount)                      5 Year (10% discount)

By selecting the term indicated above I agree to commit to my corporate partnership for the number of years indicated. I understand that I will be invoiced at the start of each advertising contract year for the amount listed and agree to pay those invoices by the date listed.

Signature \_\_\_\_\_

Payment due before install date. \_\_\_\_\_

Etransfer: (Reach out for instructions) \_\_\_\_\_

Cheque # \_\_\_\_\_

Please note: Payment over \$2000 by credit card will result in a 2.54% fee added to charge

VISA # \_\_\_\_\_ Exp \_\_\_\_\_

MC # \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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## Art Specifications for Rink Board Advertising

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### **Artwork Specifications File Types:**

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC

### **Image Modification Program:**

- Adobe Photoshop

### **Please supply art on:**

- Preferably a high-resolution EPS file via e-mail

E-mail: [Gmoxley@rinkboards.com](mailto:Gmoxley@rinkboards.com) OR

[Amoxley@rinkboards.com](mailto:Amoxley@rinkboards.com)

- FTP Site available or they can access your site
- WeTransfer
- HighTail
- Dropbox

### **Jobs Received with Text Should Be:**

- Mac based: saved as Adobe Illustrator
- P.C based: Text should be sent converted to outlines in Adobe Illustrator
- Otherwise, all font information must be included (Suitcase, Truetype, Postscript)
- An extensive font library is available, however, substitutions may alter art
- Please supply PMS colours

### **Jobs Received with Graphics**

- If changes are required; must contain all necessary images (I.E, EPS, Vector original raw art file, all linked images, JPEG, TIFF, Bitmap, Original Photoshop file, PMS colours)





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## **Canada Games Park Advertising Policies**

### **Advertisement Guidelines:**

Advertisements shall not:

- Advertise tobacco, vaping or tobacco related products.
- Advertise alcohol or alcohol related products.
- Advertise adult products, services, or entertainment of a sexual nature.
- Advertise illegal drugs or drug paraphernalia.
- Advertise, portray, or incite violence, illegal activity of any kind.
- Be political in nature.
- Bare content that is profane, libelous, discriminatory, derogatory, negative, or personally attack individuals, groups or organizations.
- Contain language, imagery, that are damaging to Canada Games Park, or one of Canada Games Park's programs, services, or projects.
- Contain language or imagery which is deemed inappropriate by the General Manager or Director of Marketing.
- All advertisements will comply with federal and provincial statutes, the bylaws of the City of Thorold, and the standards set out by the Canadian Advertising Standards Council.

Name:

Date:

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Signature:

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