

Board



Ad here

Pennsylvania Interscholastic Hockey League and Cambria County Student Hocket League games and tournaments are hosted by Planet Ice. We run summer hockey camps and we open our doors for Johnstown Chiefs practices, members of the East Coast Hockey League. Hundreds of games are played each season! All this, and we will still have not mentioned our in-house Leagues, Rookie Leagues, our Adult and Youth Leagues, Pick-Up Hockey Games, and Father/Son Hockey. The score board is indisputably a prime location and it could be yours for a monthly investment of \$250.00.

Planet Ice
195 Jari Drive
Suite 200
Johnstown, PA 15904



Promotional Opportunities

814-262-RINK

BatterBoards *Score Board *Zamboni *Locker Room *DJ Live Reads, In-Rink Television

BatterBoard Advertising

Everyone has dasherboards around their ice-skating rink, but Planet Ice has: **BATTERBOARDS** an exclusive product of Burley's Rink Supply.

Stronger, and more durable than competitive products, Planet Ice's BatterBoards offer 32 advertising options around the perimeter of the rink. Because the product is better, your ad will be associated with superiority. Plus, Planet Ice only contracts out to state-of-the-art graphics companies, so you know your ad will have an influencing presentation. With Planet Ice's markless hockey puck policy, your ad is more likely to retain its new appeal, earning you a renewal discount for repeat annual advertising. One year contracts with your choice of two options! A 3' x 8' full board at an investment of \$1800.00, or a half dasher at half the size for \$975.00. This investment easily pays for itself!!



Reach over 3000 of your potential customers per week!

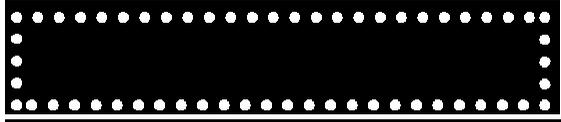
YOUR AD PHOTOGRAPHED AND SEEN DURING HIGH SCHOOL AND COLLEGE HOCKEY GAMES, TOURNAMENTS, FIGURE SKATING LESSONS, SHOWS AND COMPETITIONS, HIGHLY POPULATED PUBLIC SKATING SESSIONS AND BY POTENTIAL NEW RINK OWNERS WHO TOUR THE FACILITY ON A WEEKLY BASIS!

ZAMBONI Sponsorship



The Zamboni ice resurfacing machine is a novelty that attracts a large audience every time!! I have seen patrons at Planet Ice standing rink side during and after a public skating session just to watch the Zamboni! Everyone wants to drive the Zamboni and now your advertisement and logo can be part of this high profile aspect of the rink. Two sponsorships are available. Measuring 1' high by 4' wide or 21" high by 30" wide, your advertisement is destined to be seen. In the space of a year, more than forty-thousands will see your message again and again. Its a low cost, high visibility marketing tool offered for a monthly investment of \$210.00.

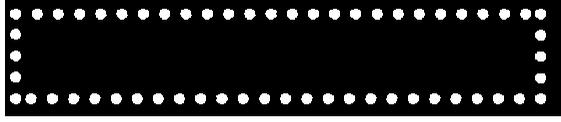
Planet Ice, "The Coolest Spot in Town," fills with Hockey players, Hockey fans, public session skaters, figure skating shows and competitions. Every body loves to watch the Zamboni.



Planet Ice bursts at its seams with 3000 people throughout any given week. Ice-skating is a fun, physically rewarding recreation that the whole family can participate in.



During public sessions, we play a number of ice games to not only break up the monotony, but to add to the ice-skating experience. The winners of these games receive a prize. For a while we provided our own in-house prizes, like snack bar food, discounts on Proshop items, free admission passes, etc. What we found was that our patrons do not go right home after leaving Planet Ice. They go out for dinner, go shopping, get gasoline, or head to the next entertainment spot. Your business can take advantage of this. **Give them an incentive to come to your business when you provide the prizes for the DJ ice games.**



It's game day at Planet Ice!! As hockey players and coaches pack the facility, the first place they need to go are the locker rooms. Currently differentiated by a color, Planet Ice's locker rooms can be named and referred to after the name of your business. Instead of directing hockey teams to the green locker room, they will be given a key chain with your logo and told to open the door with your business's name on it. Suppose Acme sponsored the green locker room. Instead of being referred to as the green locker room, it would become commonly referred to as the Acme Locker Room.



Give one of our locker rooms the proper name it deserves...yours!