

**MATT
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www.parkcityice.org

PARK CITY Ice Arena

“Come for the Winter, Stay for the Summer.”

The Park City Ice Arena and Sports Complex offers advertising, marketing, and promotional opportunities that help put your name in front of hundreds of thousands of people every year. It is the premier recreational and events facility in Utah's Summit and Wasatch counties. Park City is home to three of the top ten ski resorts in North America. The resort town draws in very affluent visitors to an already highly educated and wealthy population.

- The Park City Ice Arena serves a year round population of more than 60,000 people.
- Median family income over \$94,000. (\$30,000 higher than the national average)
- 57.1% of Park City residents age 25+ have a bachelors degree or higher. (U.S. average is 28.2%)
- Park City has over 3 million visitors annually.
- Over 70% of the out of state visitors have a household income of \$100,000+.
- 225,000 guests visited the Ice Arena and Sports Complex in 2012. Attendance continues to grow at an annual rate of almost 10%.

SPECIALTY Events

“Athletes aren't born, they're made, (in Park City)”

In addition to its numerous programs, the Park City Ice Arena hosts a variety of special events throughout the year that brings with it national exposure to a world class facility.

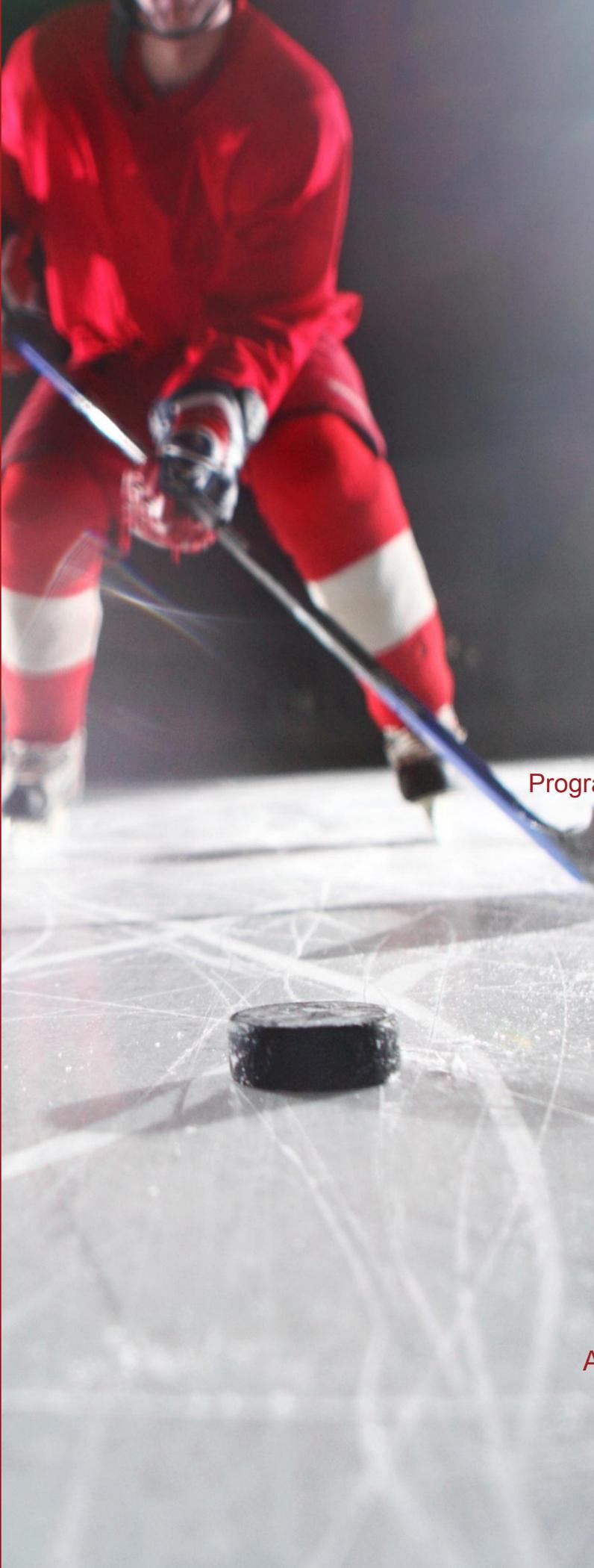
- Luc Robitaille Annual Celebrity Shootout – During the Sundance Film Festival – January
- International Pedigree Stage Stop Sled Dog Race - February
- Muddy Puck Co-Ed Hockey Tournament – April/May
- Rocky Mountain Hockey School – May, July, August
- University of Utah Hockey Pre-Season Camp & Games – September
- Ice Miners Youth Hockey Tournament – October
- Home to Park City Predators Women's Hockey Team – Year Round
- Home to Park City High School Hockey Program – Year Round
- 50+ birthday parties per year



CURRENT Sponsors



ADVERTISING OPPORTUNITIES



ADVERTISING Areas

- Program Sponsorships ... \$1000 - \$4000
- Full Zamboni Wrap ... \$4000
- Scoreboard Banners ... \$2500
- In Ice Logos ... \$500 - \$2000
- Dasher Boards ... \$800 - \$1600

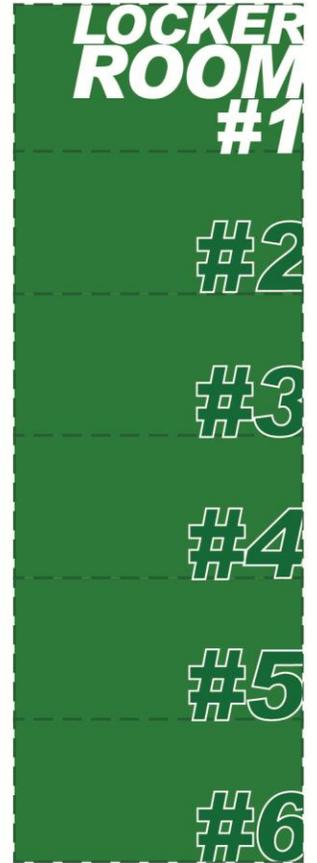
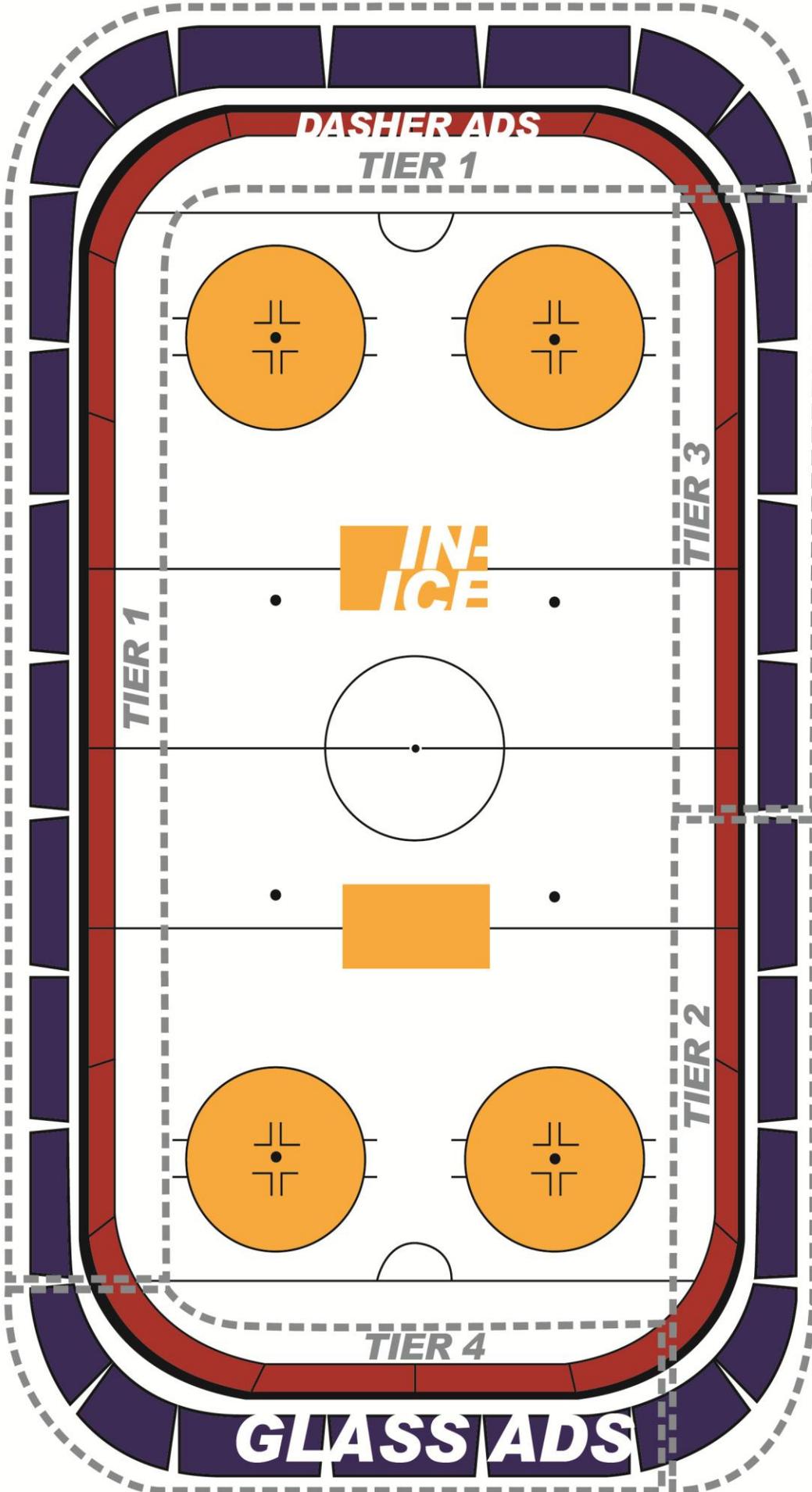
ADDITIONAL Ads

- Glass Decal
- Lobby Screen Ad
- Locker Rooms
- Pucks
- Speed Skating Pads

PERKS & Benefits

- Excellent Exposure
- 10% Rink Activity Discount
- Ad Printing & Production Included
- Multi Ad Discount
- 3 Year Contract – 5% Discount
- 5 Year Contract – 15% Discount

*Prices reflect 1 year contract



Glass Decal
Locker Room
Dasher Boards
Under/In Ice Logo

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