



ARENA

IN THE LEDUC RECREATION CENTRE

Bring Your Brand To Life With In-Ice Logos

In-ice logo advertising is a unique and highly visible way to engage with fans and promote your brand during every event at Aspen Custom Trailers Arena. Make your brand a part of the action while maximizing exposure to a captive audience.

Why In-Ice Advertising?



1. Maximum Visibility

In-ice logos are strategically placed in the ice surface where they are visible from every angle. Fans, athletes, and media will see your logo throughout games and performances, ensuring high-impact brand recognition.



2. 10-Month Exposure

The ice is a constant presence during events, including hockey games and practices, corporate arena events, ringette games, ice skating shows, public skating events. Your logo stays visible for 10 months from July - April, providing prolonged exposure for your brand, aiding brand recall and loyalty.



3. Prime Location for High-Impact Advertising

In-ice logos are positioned right in the action – during intense game moments, live streamed broadcasts, and social media highlights. They are an unforgettable and engaging way to showcase your brand.



4. Cost-Effective Branding

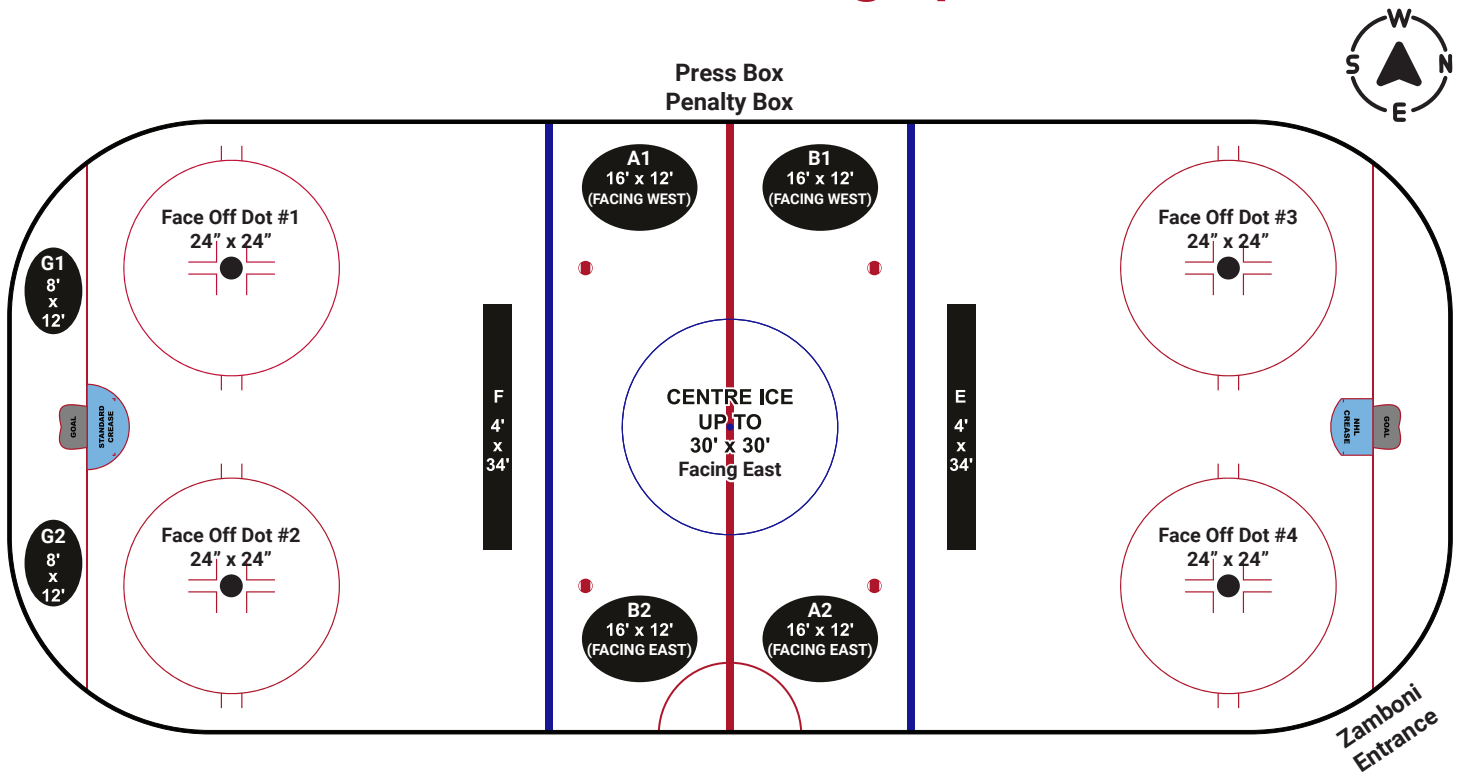
Compared to other high-traffic advertising formats, in-ice ads provide a relatively low-cost option that offers unparalleled exposure, especially for local businesses or brands looking to make a statement.



5. New! Exclusive and Limited Availability

In-ice logos are a new advertising opportunity in the Leduc Recreation Centre. This limited opportunity advertising option will ensure your brand stands out amongst others. There are only a few spots available, increasing the value of your ad placement.

In-Ice Advertising Specs



- Phase 1 Locations
A, B & Face Off Dots
- Phase 2 Locations
E, F
- Phase 3 Locations
G

Approved Material: Freeze In Fabric Logo from approved vendor

Approved Vendor



White Ice, Calgary AB | www.white-ice.com
403-236-3055 | sales@white-ice.com



Why Choose Aspen Custom Trailers Arena?

- Home to a diverse fanbase with over 270,000 visitors per year.
- Seating for 1,200.
- Press Box for live streaming and televised events.
- Consistently host a variety of events, ensuring your brand is seen by a wide audience including high performance teams, AAA hockey, AA female hockey, Junior Hockey, corporate hockey tournaments, high profile regional figure skating events, Provincial Championships, and more.
- Highly engaged social media presence and live broadcasts amplify your exposure.
- Your community benefits too. All advertising is re-invested in LRC programs initiatives, and operations.

**Contact Us
to Reserve
Your Spot!**

Don't miss out on this limited opportunity to be a part of the action!

Reach out to Denise Broadbent, Corporate Partnerships Coordinator at **780-980-7178** or dbroadbent@leduc.ca to discuss available options and customize your in-ice logo advertisement package.



ARENA

PRICING & DISCOUNTS

In-Ice Logo Pricing

Location	Size	1 Year		2 Years	
		1 Logo	2 Logos	1 Logo	2 Logos
C-Centre Ice	Approx. 30' x 30'	\$4,000			
A & B (Neutral Zone)	Approx. 16' x 12'	\$2,500	\$4,000	\$4,500	\$7,200
E & F	Approx. 4' x 34'	\$2,500	\$4,000	\$4,500	\$7,200
G	Approx. 8' x 12'	\$1,500	\$2,400	\$2,700	\$4,320
Face Off Dots	Approx. 24" x 24"	\$1,000	\$1,600	\$1,800	\$2,880

Prices Include: multi-year and multi-location discounts.

Production is advertiser's responsibility.

Term

One year and multi-year options available.

Logo storage included for multi-year options.

Deadline

Freeze-in Fabric Logo must be delivered to the LRC by June 30.

Note: Production of logos can take 10-14 business days.