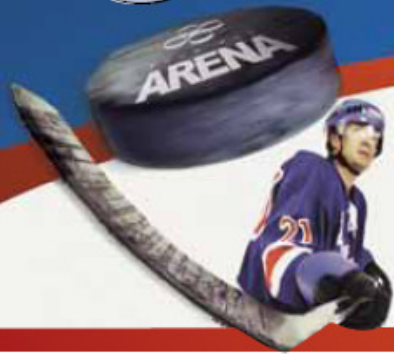


# Score with Arena Advertising!



## Arena Advertising

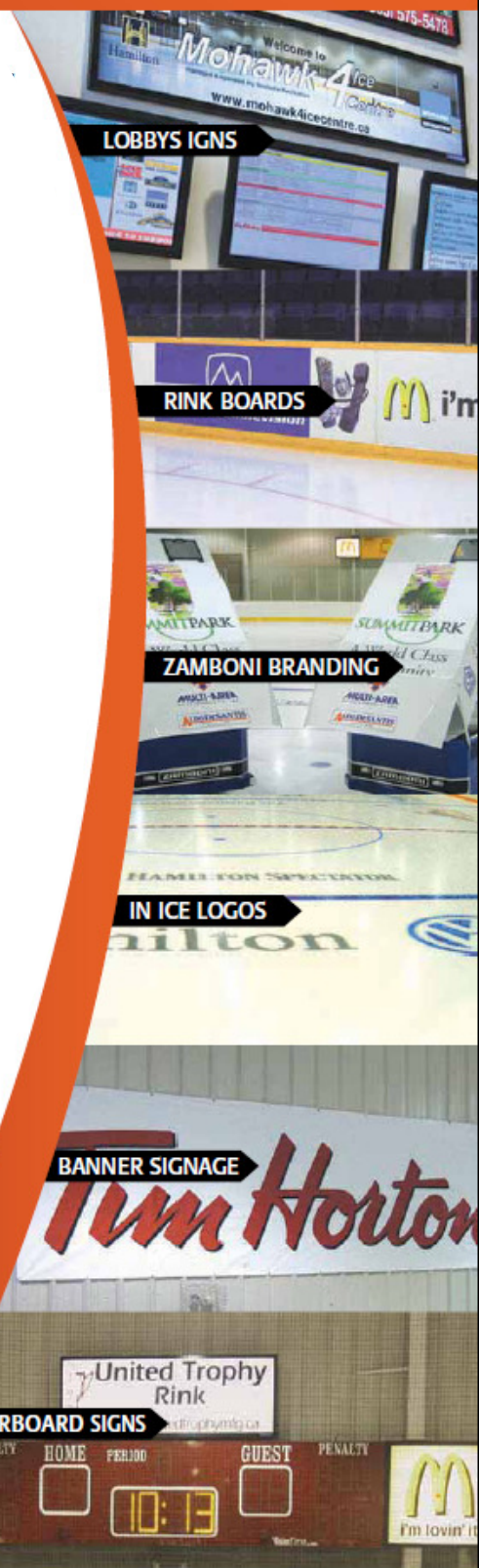
Come advertise within the new BMO Centre and reach over 1 million viewers annually! Customize an advertising package that best suits your company's goals, objectives and budget. Increase sales and enhance your company's profile within the marketplace by gaining direct contact with a diverse and loyal customer base. A variety of signage options allows your company to optimize their rate on return on investment, which include:

- **Arena Naming Rights**
- **Rink Board Signage**
- **Banners**
- **Backlit Signs**
- **Score Board Signs**
- **Zamboni Branding**
- **In-Ice Logos**

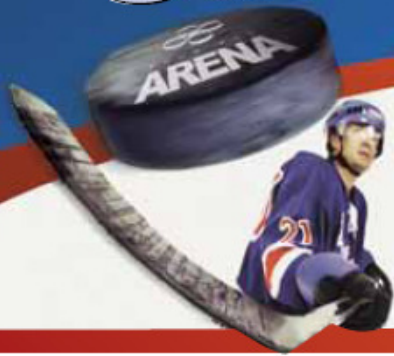
The BMO Centre offers four seasons of sports, including beach volleyball in the spring and summer. The BMO Centre attracts teams and associations throughout the province and nationwide. By purchasing your company's advertising package now, you ensure your place within the arena and your company's involvement within Halifax's exciting new facility.

For a rate card and/or for more information, please contact Bill Cruickshank at 902-835-5454 or [bcruckshank@bmocentrehalifax.com](mailto:bcruckshank@bmocentrehalifax.com).

**BMO**  **CENTRE**



# Score with Arena Advertising!



## Costings

| Item                | Rink A, B, C | Spectator Rink |
|---------------------|--------------|----------------|
| Rink Naming Rights  | \$8,000      | \$10,000       |
| Rink Board Decals   | \$800        | \$1,000        |
| Score Board Signs   | \$1,250      | \$1,500        |
| Rink Banners        | \$1,500      | \$2,000        |
| Backlit Signs       | \$3,000      | \$3,500        |
| Change Rooms        | \$500        | \$500          |
| <b>In Ice Logos</b> |              |                |
| Centre Ice          | \$2,500      | \$3,500        |
| Neutral Zone        | \$2,000      | \$2,500        |
| End Zones           | \$2,000      | \$2,500        |
| Face-Off Dots       | \$1,000      | \$1,500        |
| <b>General</b>      |              |                |
| Lobby Signs         | \$2,000      |                |
| Ice Resurfacers     | \$5,000      |                |
| Digital Signage     | \$1,800      |                |

Pricing **DOES NOT** include production costs or applicable taxes  
Rates are annual

