



**Ultimate Hockey Centre
Advertising Opportunities
2019/2020**

www.ultimatehockeycentre.ca

When it comes to reaching the hockey community with your marketing message, *we deliver!*

As the region's only 24/7/365 ice training facility with a year-round sheet of ice, the Ultimate Hockey Centre hosts every facet of the hockey community in our building Winter, Spring, Summer *and* Fall.

From serving thousands of Kelowna and West Kelowna minor hockey families to providing a venue for myriad adult user groups, 3-on-3 adult and youth hockey leagues, hockey camps and private training sessions, if you play the game you probably play it at some point in the year at the UHC. We are also now the training centre of choice for several of BC's most recognized hockey camps and individual skills instructors.



With the addition last Fall of the Ultimate Hockey & Skate store on the mezzanine at the UHC, the facility has seen a tremendous increase in customer activity throughout the day and evening, year round. That's a lot of eyes in key demo groups – especially men 25 – 54 and women 25 – 44!

And when it comes to delivering our advertisers' messages we keep things clean and uncluttered. We limit the amount of advertising we offer both for customer aesthetics and also to ensure maximum impact for those who advertise with us. Though this limits revenue opportunities from advertising for us, it elevates the impact of advertising for our advertising partners!

Let us elevate *your* marketing efforts!



UHC by the Numbers

General information

- Ice surface: 2/3 size
- Hours: 6am – 11pm, Mon - Sun
- Ice availability: 12 months a year (*ice stays in year round*)
- Ultimate Hockey Pro-Shop: Located on the mezzanine – open 5 days a week
- Full website: www.ultimatehockeycentre.ca
- Facebook page: 700+ followers
- Email database: 1,200 subscribers
- A/V:
 - Apple Airplay powered projection screen scoreboard (with video & iPhone connectivity)
 - Apple Airplay rink sound system (with iPhone connectivity)
 - Lobby schedule TV (with advertising opportunities)
 - In-lobby TV (continuous sports programming)

User groups:

- West Kelowna Minor Hockey
- Kelowna Minor Hockey
- UHC Youth 3-on-3 Hockey Leagues
- UHC Mens 3-on-3 Hockey Leagues
- UHC Youth Pond Hockey
- Kelowna Ringette
- Selects Hockey Academy
- AK Hockey
- Perfect Skating
- Skate With Power
- Private Clinic Instructors
- Private individual and group rentals



User Groups

- Approximate avg # of skaters weekly: 2,000 – 2,500
- Approximate avg # of total users (skaters + spectators) weekly: 3,500 – 4,000



Ultimate Hockey Centre Facility Advertising Opportunities

Rink Board Advertising

Lobby TV Schedule Advertising

Wall Board Advertising

ADVERTISING MENU

The following are offered subject to availability

- Zamboni Full Wrap **\$2,500 per year**
- 4' x 10' Ad Rink Board (max 18 available) **\$1,000 per year**
- 4' x 8' Wall Ad Board (max 15 available) **\$1,200 per year**

All prices are for space only. Production costs are not included.

Annual advertisers may also be given promotional access to:

- ❖ Digital banner advertising on the Ultimate Hockey Centre website
- ❖ Digital advertising on the UHC lobby TV Schedule screen
- ❖ Promotional shout-outs on the UHC Facebook page
- ❖ Promotion through UHC e-blasts to subscribers.

For more information on advertising opportunities, sponsorship of special programs or to book your advertising space, contact:

Adam Less
 Ultimate Hockey Centre
 1322 Stevens Road, West Kelowna, BC V1Z 1G2
adam@ultimatehockeycentre.ca

