

A Message from The WABA

Dear Advertiser,

The Wendell A. Barwood Arena is entering an exciting new period and will soon begin the renovation of our landmark facility that has been a historical venue for hockey and other ice sports for decades. Following the completion of our renovation, we expect over 50,000 people visiting the facility year round for hockey and many other community activities.

WABA will be the premier ice facility in the Upper Valley and is home to The Upper Valley Storm, the Hartford Hurricanes Boys and Girls Hockey Teams, and many individual and private organizational uses. We offer a wide range of learn to skate programs, family fun skates and the popular Ventures On-Ice program to name a few. The newly renovated facility will allow the Hartford Parks & Recreation Department to expand its WABA Arena Programming year round to make this facility a recreational attraction for years to come.

With a wide range of foot traffic within the facility, your advertisement opportunity has an incredible amount of exposure within the the Arena. Being in the close vicinity of the Hartford Middle School, Hartford High School, the downtown of White River Junction, Lebanon, and Hanover, WABA provides a facility that caters to our local community but also attracts visitors from outside Hartford and the Upper Valley region when participating in youth games and tournaments. WABA advertising is a perfect opportunity to expose your business to thousands. Our newly renovated facility will offer our advertisers plenty of choices to place promotional endorsements throughout the building. Locker rooms, TV displays, scoreboard and team bench locations along with our Zamboni. Public viewing of your investment will not go unnoticed at WABA.

I am convinced that the Wendell A Barwood Arena and Hartford Parks & Recreation will deliver a high level of publicity to you and your business. Contact us today to learn more about what WABA can do for you.

For more information contact:

Scott Hausler, CPRP
Assistant Director
Hartford Parks and Recreation
171 Bridge Street
White River Junction, VT 05001
shausler@hartford-vt.org
phone - 802.295.5036
fax - 802.295.6382

Advertising Rates

The WABA Reaches Many

Our facility features a variety of uses by users throughout the entire Upper Valley as well as visitors from all over New England.

- ◆ Events include: Hartford High School Varsity and JV boys and girls hockey games, various Youth and Adult Hockey leagues practices and games, Tournaments, Public Skating, Birthday Parties, Youth and Adult Skating Lessons, Flea Markets and Sales events.
- ◆ Annual Public Skating Attendance...2500-3000 people
- ◆ Annual Season Pass Holders...300-400 people
- ◆ Bleacher Seating Capacity...400 people per-event
- ◆ Annual attendance...7000-8000 people
- ◆ Annual Ice Rental Hours...1200+

Scoreboard Banners

8 Spots Available Left and Right Scoreboard Banner (5' by 7' vertical)	\$ 950.00 <i>(with 2 year commitment)</i>
---	--

Team Bench Banners

6 Spots Available Home Team Bench (3' by 5' vertical)	\$ 700.00 <i>(with 2 year commitment)</i>
---	--

6 Spots Available Away Team Bench (3' by 5' vertical)	\$ 700.00 <i>(with 2 year commitment)</i>
---	--

Dasher Board Signage

12 Spots Available (30" by 96" horizontal)	\$ 2,000.00 <i>(with 2 year commitment)</i>
--	--

Locker Room Signage

4 Spots Available (24" by 36")	\$ 650.00 <i>(with 2 year commitment)</i>
--------------------------------	--

In Ice Ads

Spots available between the blue lines and top of each zone	\$1,500.00 <i>(with 2 year commitment)</i> <i>(Plus cost of In Ice logo)</i>
---	--

Zamboni Total Tank Wrap (Fully Wrapped) Call For Details

TV Display Advertising (*closed caption*)

10 Spots Available	\$ 150.00 per year
--------------------	--------------------

Receive 10% off your total advertising cost when you combine any of the above advertising packages. Payment schedules available.

Advertising at Wendell A. Barwood

ARENA

Home of



Wendell A. Barwood, was a longtime resident and supporter of hockey in the Hartford Community and the entire Upper Valley. Mr. Barwood was a member of the Town of Hartford Parks & Recreation Commission serving as chairman for six years. He was an avid ice hockey player, playing varsity ice hockey at Hanover High School and later at the University of Vermont. He became a NIHOA registered ice hockey official, refereeing high school, prep school and college games and was manager/player of the Hanover Storm Kings in the 1950's. He coached youth hockey in both the Hanover Youth program and the Hartford Youth program. He was an initial supporter and the principal fundraiser for the BOR arena in White River Junction and continued a fundraising program until his death in January of 2011. This arena, once known as the BOR was renamed the Wendell A. Barwood Arena in his honor in 2009.

THE WENDELL A. BARWOOD ARENA

The South Elevation of the new Wendell A Barwood Arena (WABA) provides a new and spacious entry into the arena with direct access to bathroom facilities, locker rooms, rink office and a concession stand that provides service windows to the lobby and rink.



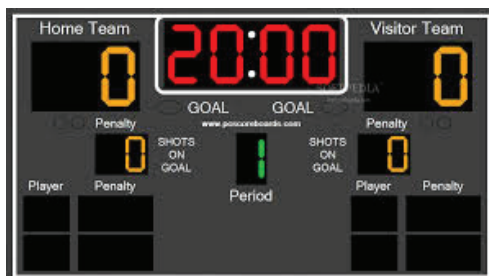
PROPOSED SOUTH ELEVATION
SCALE: 3/32" = 1'-0"

WABA locker rooms provide spacious changing areas and unisex bathrooms. Access on and off the ice through the locker room facilities eliminates user congestion and frees up the lobby for spectator access and warm viewing of ice activities. The east end of the arena is home to the Hartford Hurricanes and provides direct access to the ice arena, locker rooms and support space.

DASHER BOARDS

Dasher board advertising is another great way to get your business message out. A variety of prime locations are available. Locations are directly across from spectator seating and in complete view. Dasher board signs are available in front of and on each side of the team benches. Signs are also available near the corners and net areas of the arena where team action provides tremendous exposure to your business advertisement. Dasher board signs are an average 30" x 96" size.

SCOREBOARD BANNER



Scoreboard Banners – Banner placement on each side of the WABA Scoreboard, providing game time spectator exposure to your business. Price includes all production costs with proper camera ready artwork. Banners are 5' by 7' and will be placed evenly on both sides of the scoreboard wall of the arena.

TEAM BENCH AREAS AND LOCKER ROOMS

Team Bench Banners – 3' by 5' banners will hang in a "portrait" style behind each team bench. Your banner purchase will be visible during all operational hours. Team Bench Banners are prime advertising space. Price includes all production costs with proper camera ready artwork.

Locker Room - Locker Room Sponsorship is a great way to build loyal customers. Hockey players and the many users of WABA will appreciate your contribution and will see your signage each time the patron visits. As well, team assignments for games and special events will be listed on the daily schedule using your company name. Each locker room within WABA has sponsorship opportunities. Locker rooms will have two (2) designated plastic/vinyl signs, one (12" by 30") in size, to be placed on the locker room entry door and in a prime location (24" by 36") on the back wall of the locker room. Locker room advertising also includes recognition of your support listed in the lobby of WABA. Locker room sponsorship is a 2 year contracted agreement. Price includes all production costs with proper camera ready artwork.

ZAMBONI

Zamboni Ice resurfacing is performed, on average, 6 to 10 times every day which makes the Zamboni the center of attention. Each resurface lasts anywhere from 10 to 15 minutes. During the ice resurface, both sides are viewed making your advertisement the center of attention as much as 2 hours each day. The WABA Zamboni is highly visible between Hartford Hurricane Hockey and Upper Valley Storm games along with every ice making operation during public and private skating. A great advertising opportunity for local and regional restaurants and service business right here in the Hartford and the Upper Valley. Advertising opportunity features include prime visibility. Please call for pricing opportunities.



CONCEPTUAL INFO BOARD WITH TV ADVERTISING



TV DISPLAY ADVERTISING

– At the WABA we have TV displays that show various rink programming as well as Parks & Recreation upcoming activities. The display rotates every 5 seconds and will have a total of 10 slots available for advertising. Another great opportunity to put your business in front of thousands during the busy hockey season.

IN-ICE ADS

In-ice signs are a unique option for advertising the entire Ice Season. Center ice and neutral zone options available.

In Ice logos are a viable option for your business marketing opportunities at WABA. Six (6) in-ice locations throughout the arena floor are available. Sizes will be determined following design and placement.





Hartford Parks and Recreation
171 Bridge Street
White River Junction, VT 05001