

# Chaparral Ice Centers Advertising Opportunities

CHAPARRAL  
ICE



Zamboni Wrap



Scoreboard Ad



In-Ice Logo



Dasher Board Sign

Opportunity	Single Location	Second Location
Zamboni Wrap	\$8,000	\$6,000
Scoreboard Ad	\$8,000	\$6,000
In-Ice Logo	\$4,000	\$3,000
Dasher Board Sign	\$2,000	\$1,500

Contact: Kristin Ramsey, Sales Director  
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## Chaparral Ice Centers

14200 IH 35 North Austin, TX 78728/2525 W. Anderson Lane Austin, TX 78757  
Phone: 512.252.8500 Website: www.chaparralice.com  
Kristin Ramsey, Sales Director, ext. 124 or email kristin@chaparralice.com

### Smart advertising starts here!

Chaparral Ice advertising opportunities reach families in Austin, Texas and surrounding suburbs as well as participants of hockey and figure skating programs from outside the central Texas area. As a family-owned business, we seek to share our passion for ice skating with the Austin community. Advertising at Chaparral Ice allows us to further our mission of promoting a fun, safe and service-oriented destination for skaters of all levels.

#### Chaparral Ice Centers is home to:

- University of Texas Ice Hockey Team
- Youth Hockey Foundation
- Austin Figure Skating Club
- Central Texas Figure Skating Club

#### In addition, Chaparral Ice hosts games and practices for:

- over 500 youth hockey league players
- high school hockey teams from 5 school districts
- over 750 adult hockey league players

#### How many people will be exposed to your ad?

- over 600,000 annually at Northcross
- over 300,000 annually at IH35

#### Who is looking at your ad?

- families with median household incomes of \$95,000
- boys and girls ages 4-18
- young professionals ages 25-35
- university leaders from University of Texas, St. Edward's University, and Texas State
- industry leaders from major corporations in Austin area

#### Why should you choose advertising at Chaparral Ice?

- **Ideal Audience:** Captive, active, upwardly mobile individuals with disposable income are viewing your message. What's more, daily public skating exposes your ad to a wide-cross section of the community.
- **Cost Effective:** Your advertising dollars are at work 7 days a week, 24-hours a day for 12 consecutive months.
- **Good Business Practice:** Your advertisement shows a sense of commitment to the Austin community, which is made up of potential members of your customer base.

#### Who benefits from your ad?

- **You, the Advertiser:** Your message is exposed 7 days a week to thousands of active community members in upper-income brackets, with 81% of household leaders holding college degrees.
- **Our Youth:** Advertising revenue helps subsidize our programs to make ice sports affordable and accessible to youth in the Austin community.
- **The Community:** Birthday parties, summer camps, and skating events make Chaparral Ice the recreational destination for all members of our community.

#### Advertising Specifics

**Duration:** 12 consecutive months beginning with installation.

**Production:** The actual production of the sign is the responsibility of the advertiser, with an approximate cost of \$250.00. Chaparral Ice will facilitate design and production work, if needed.

**Installation:** Chaparral Ice will provide installation, which includes mounting clear lexan over the ad for protection. Any modifications after installation will be the responsibility of the advertiser.

# Chaparral Ice Centers Advertising Opportunities



Zamboni wrap



CHAPARRAL  
ICE

In-Ice Logos



Dasher Board

Sponsorship Opportunity	Single Location	Second Location
Zamboni Wrap	\$10,000	\$8,000
Score Board Signage	\$8,000	\$6,000
In-Ice Logos	\$4,000	\$3,000
Dasher Board Ad	\$3,000	\$2,000

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