

OTHER ADVANTAGES

Public Skating Admissions – For every major advertising package purchased, our advertising partners can enjoy twenty five (25) admissions to public skating sessions to give to employees and customers.

Direct Advertising – The MCA is traditionally against soliciting by businesses, but our advertising partners are offered the opportunity to advertise directly to our clients and members through designated areas for your literature at certain times of the year.

Website Advertising – The websites of our advertising partners will be linked to Midlandcivicarena.com, which is the information hub of the facility. The arena website is on all MCA flyers, the scrolling road sign, and mentioned on the phone recording to drive people to our site.

Discounted Rates – Our advertising partners receive discounted rates for the use of our conference rooms for corporate events, seminars, meetings or parties.

Other Ideas – We're striving to make this advertising package a win/win situation for both parties involved, so if you have unique ideas to promote your business, let us know.

CONTACT US FOR PRICING



Midland Civic Arena
405 Fast Ice Drive
Midland, MI 48642
(989) 837-5780
www.midlandcivicarena.com
arena@midland-mi.org

ADVERTISING OPPORTUNITIES

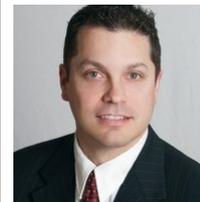
*Put your company's logo in the middle of the action
at the COOLEST place around!*

Midland Civic Arena



Why Advertise with US?

- * Exposure to people, and lots of them, over 500,000 visits per year!
- * Captive audience for hours at a time!
- * Clientele with high per capita income!
- * Community facility! Customers have sense of commitment to facility and its sponsors!



“ Creating my brand awareness in the Midland Civic Arena has been one of my most effective means of advertisement in 9 years due to the exposure and number of people that participate and spectate at events in this incredible facility. Being host to so many events has created far more exposure than I could have asked.”

Steve Witt, Business Owner, State Farm Agent

Midland Civic Arena Advertising Opportunities

Dasher Board Advertising



The dasher advertisement is the most traditional form of arena advertisement. Your dasher board ad will keep your company's logo in the middle of the action at the **coolest** place around.

Banner Advertisement



Expose your business to thousands of customers per week. As an advertiser, this means hit after hit for maximum impact and exposure. Your Lobby or Entrance advertisement will associate your company's name with our facility and programs.

Score Board Advertising



What's the first (and last) thing you look for when attending a sporting event? The score board! Get your company's name associated with every goal, every penalty and every tick of the clock with a score board advertisement

Zamboni Advertising



Imagine your business logo decorating this world famous machine! Among other things in the ice arena industry, the Zamboni generates a lot of excitement for people of all ages. Be sure to take advantage of this attention grabbing and moving advertisement. It pays!

Midland Civic Arena Advertising Opportunities

Lobby/Entrance Advertising



Expose your business to thousands of customers per week. As an advertiser, this means hit after hit for maximum impact and exposure. Your Lobby or Entrance advertisement will associate your company's name with our facility and programs.

Rink Glass Wrap



Like the dasher board advertisement, this ad puts your logo right in the middle of the action, sitting just above the boards. Span your logo across the ice with a glass wrap advertisement.

Floor Advertisement



Expose your business to thousands of customers per week. As an advertiser, this means hit after hit for maximum impact and exposure. Your Lobby or Entrance advertisement will associate your company's name with our facility and programs.

Other Advertisements



Are you creative and have your own idea for an advertising partnership with us? We're here to create a win/win situation, so if you have unique ideas to promote your business, let us know.

