

Dasher Board Advertisements at Aspen's community ice rinks

What a great opportunity to support our local youth Aspen Junior Hockey's co-ed hockey programs with your business on the "dasher boards" at the Aspen Recreation Center's Lewis Arena and the Aspen Ice Garden. This is the perfect way to give back and expose your brand to ice rink users and spectators.

Cost of Dasher Board Ads: Rates starting in 2024

- Lewis Arena - \$2,500 per year or \$3,250 for both sides or secondary location (see second picture LiveBarn.com online view)
- Aspen Ice Garden - \$2,000 per year or \$2750 for multiple spots and neutral seating, as seen on LiveBarn.com.
- Package both Lewis Arena & Aspen Ice Garden - \$4000 per year or \$5000 for multiple spots at both ice rinks.
- Additional one-time printing and installation fee Per rink is \$250.00



Reserve your Dasher Board Space today!

- Contact Jackie Ayers, Executive Assistant for Aspen Jr. Hockey –Email: jackieayers@aspenjuniorhockey.com, Office: (970) 920-7081
- Aspen Junior Hockey website www.aspenjuniorhockey.com

Rink Information:

Lewis Arena

- Year-round public-use ice rink facility located at the Aspen Recreation Center with a seating capacity of 500+. Your advertisement remains on the dasher boards year-round.
- Host of the Fall-Face Off tournaments, bringing over 3,000 participants, players, coaches, and volunteers to Aspen during three weekends in October.
- Hosts WCHL and CGHL league games, exposing to other Mountain/Metro towns in Colorado and boarding states.
- Full-day schedules at this year-round public-use ice rink, including Aspen Junior Hockey practices, games and clinics, adult recreational hockey leagues, public skating, and lots more.

Aspen Ice Garden

Year-round, public-use ice rink facility in downtown Aspen. Your advertisements remain on the dasher boards all year round.

- The Ice Garden has become an event venue that hosts summer art shows.
- Host of the Fall-Face Off tournaments, bringing over 3,000 participants, players, coaches, and volunteers to Aspen during three weekends in October.
- Hosts WCHL and CGHL league games, exposing to other Mountain/Metro towns in Colorado and boarding states.
- Hosts adult recreational hockey leagues throughout the year, local figure skating clubs, adult women's hockey, and curling.

Dasher Board Details:

- Dasher Boards' ad space will be 30-33 inches high and 8-10 feet wide. Exact specifications will be determined based on which dasher board space is reserved for your advertisement.
- We will coordinate printing and installation after the final approval of your dasher board ad's image. We will work with you throughout the process to ensure satisfaction.
- Your organization will be recognized as a supporter of Aspen Jr. Hockey on our website's 'Sponsors' page with a direct link to your organization's website.

How your Dasher Board sponsorship will support Aspen Junior Hockey:

- AJH is a non-profit youth hockey organization and a 501(c) 3 organization. We rely on the generous support of our community for donations and sponsorships to help us remain a successful and sustainable local youth athletics program.
- In the upcoming 2023-24 season, AJH boys and girls from the Roaring Fork Valley are a part of the Aspen Leafs Junior Hockey teams and programs. Your sponsorship helps AJH sustain player fees, support volunteer coaches, and expand programming for local youth athletes (ages 4-19).