



ADVERTISING AGREEMENT

This advertising Agreement made this _____ day of _____, 20____, between the Big Bear Ice Arena LLC, hereinafter referred to as "Owner," and _____, whose address is _____, hereinafter referred to as "Advertiser."

The term of this Agreement is for a period of _____year(s) beginning on the _____ day of _____, 20____, and ending on the _____ day of _____, 20____.

It is understood that all advertising material must meet with Owner's approval. The cost of advertising covers the advertising space and installation. Owner will, at Owner's expense, cover the cost of artwork, materials, designs and manufacture of said advertising material for a three (3) year minimum advertising contract. Advertiser will be responsible for the payment of the artwork, materials, designs and manufacture of the advertising material if the contract period herein is less than three (3) years.

This Agreement covers advertising space in the Big Bear Ice Arena on the following:

- | | |
|-------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Building Naming Rights | <input type="checkbox"/> Ice Resurfacing Machine |
| <input type="checkbox"/> Scoreboard Signage | <input type="checkbox"/> Penalty Box |
| <input type="checkbox"/> Dasher Board | <input type="checkbox"/> Rink Banner |
| <input type="checkbox"/> Under Ice Logo | <input type="checkbox"/> Adult Hockey League |
| <input type="checkbox"/> Hanging Banner | <input type="checkbox"/> Adult Hockey Team |
| <input type="checkbox"/> Rink Name | <input type="checkbox"/> Restroom Advertising |
| <input type="checkbox"/> Locker Room Name | |

The contract rate is \$ _____ per year, for a total of contract price of _____.
Agreed to by: _____ Date: _____
Company: _____ Phone: _____
Address: _____

Rink Manager Approval: _____ Date: _____

The following advertising will not be allowed:

- **Advertising that displays, advocates or promotes the use of tobacco or alcohol products.**
- **Advertising from a company whose primary income is from tobacco or alcohol.**
- **No signs advocating a particular political philosophy, issue, party or particular candidate.**
- **Signage shall be in good taste and suitable for viewing by children.**
- **All advertising requests and artwork shall be reviewed and approved, disapproved or conditionally approved by the Ice Rink General Manager.**