



TYNGSBORO SPORTS CENTER

Where all good sports come together

500 Potash Hill Rd Tyngsboro, MA 01879

978.649.9393 | TyngsboroSportsCenter.com



GET YOUR NAME IN THE GAME!

Tyngsboro Sports Center is host to approximately **7,000** people per week including players and spectators.

Explore the unique ways we help your business capture the attention of our diverse audience – both on and off the field.

Advertise With Us

Tap into the diverse demographics of our valuable customer base. Spanning the regions of Merrimack Valley, Southern New Hampshire, and Northern Massachusetts, a constant influx of growing families refresh our customer pool as children progress through our programs.

Why Choose TSC?

- ✓ Captive Audience
- ✓ Flexible Messaging
- ✓ Community Focused
- ✓ Trackable Metrics



Precision

TSCtv

Customize your targeted message to drive the attention that will impact your bottom line



Visibility

Banners

While the eyes are on the field, your brand is front-and-center. Perfect for brand awareness.



Reach

Website

Expand your message beyond our physical audience and stay in front of customers virtually



SCAN HERE



Get in Touch

978.649.9393



978.649.9393



TyngsboroSportsCenter.com
mgt@tyngsborosportscenter.com



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Tyngsboro, MA 01879

FIELD BANNERS



Position your brand in front of thousands of families and athletes who visit year-round for games, practices, birthdays and tournaments. With your company name right in the heart of the action, your message won't just be seen- it will be remembered.

Targeted Exposure

Unlike traditional advertising methods that may be easily overlooked, a field banner is impossible to ignore. It occupies prime real estate right where the action happens, ensuring your message is seen by your target audience when they are most engaged and passionate.

Brand Awareness

Your banner will serve as a visual cue to drive online traffic to your website and social media platforms, creating a seamless connection between your physical and digital marketing efforts.



BANNER SIZES

BASIC

~3' x 4'

DOUBLE WIDE

~3' x 8'

XL

10' x 14'



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TSC TV

Our complex features a network of large high-def displays in optimal viewing positions for our customers. Screens rotate through our program offerings, entertainment, and YOUR advertising!



Creative Flexibility

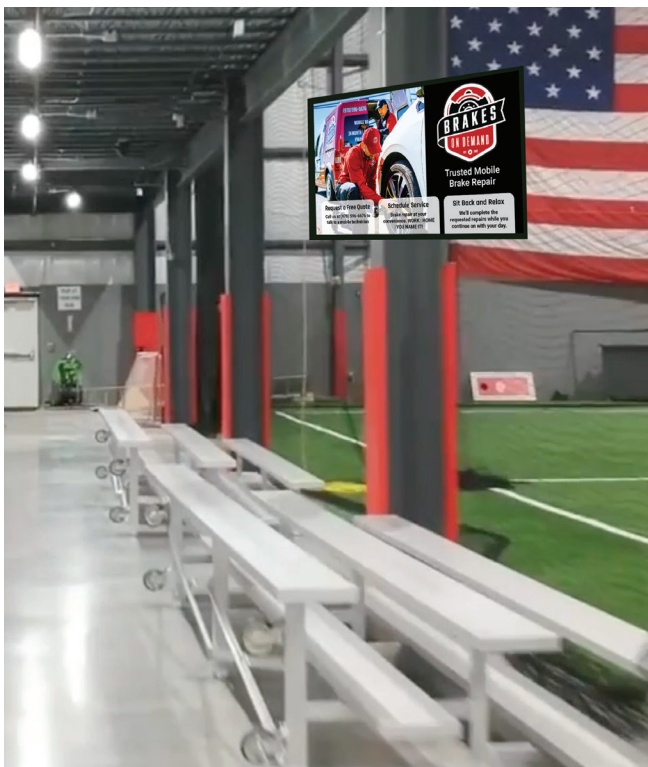
Use images, videos, or both! You may update your ad to reflect new products, seasonal promotions, or even multiple ad versions for different days and times.

Precise Scheduling

Flexibility is key: you can schedule your advertisement to show during certain seasons, months, days, and even time ranges! Special events, during specific leagues, and many other creative ways.

Design Assistance

TSC's design team can assist in generating an attractive, persuasive ad that expertly conveys your brand's identity



PLANS

STANDARD

- ✓ 15-second ad on Standard screens
- ✓ Unlimited creative updates

PREMIUM

- ✓ 30-second ad across Premium and Standard screens
- ✓ Unlimited creative updates
- ✓ Access to exclusive targeting opportunities during special events throughout the year

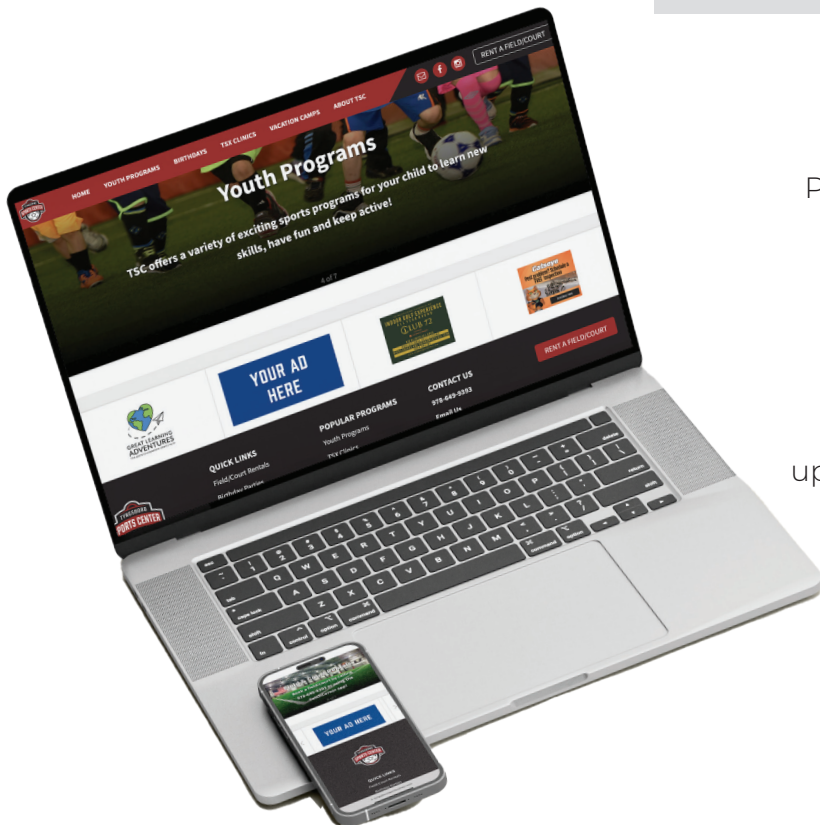


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WEBSITE ADS

Our website consistently attracts parents, coaches, and players as they research schedules, scores, and programs. Your brand will be prominently visible to an audience of growing families that is in-market for a variety of local services.



Audience Extension

Pairing website advertising with our Banner and TSCtv plans allows you to connect customers' physical recognition of your brand to continued digital engagement.

Flexibility

Our Premium Plan allows you to provide updated creative messaging whenever you'd like! Swapping out ads can help promote new sales, seasonal products, and more!

Performance Tracking

Advertisers can leverage analytics on their own site to attribute engagement and purchase activity to customers who originated from their TSC ad. If you don't already have analytics set up, we can help!

PLANS

STANDARD

- ✓ 500x200 pixel ad placement on our website's Sponsor Carousel

PREMIUM

- ✓ 500x200 pixel ad placement on our website's Sponsor Carousel
- ✓ Unlimited creative updates
- ✓ Access to support for creative design and analytics tracking



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WHY TSC?

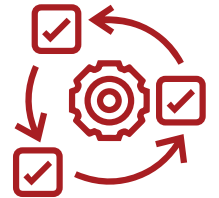
Captive Audience



Imagine having your message showcased to a captivated audience. At TSC, your brand will be front and center for families and sports enthusiasts who gather regularly. But don't let our sporty name fool you- our customers' interests expand far beyond the athletic arena. Birthday parties bring in waves of new parents, including customers who may not typically attend sport programs. Our Youth Programs attract hundreds of young, growing families who are typically in the research phase of new products and services. With every visit, your message will resonate with our diverse audience.

Flexible Messaging

We strive to offer advertisers unparalleled flexibility to make the most of their marketing budget. Tailoring your message to fit specific events or promotions has never been easier. This flexibility ensures that your message remains current and relevant, maximizing its impact on your target audience. Our in-house team is able to support your efforts by assisting with graphic design, creative suggestions, and precise implementation.



Community Focused



We're not just a sports complex; we're the heartbeat of our local community. By advertising with us, your brand becomes an integral part of the community, fostering trust and a sense of belonging. Supporting local events, teams, and activities shows your commitment to the people you serve, making your business not just a choice but a hometown favorite.

Trackable Performance

We understand that ROI matters. That's why we help establish trackable performance metrics to ensure you get the most out of your advertising investment. From utilizing promotion codes on your digital display ads, to referencing your web analytics to trace customer engagement back to TSC web ads, our team is ready to help you track success.



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PRICING GUIDE



TSCtv

Standard	\$399 / year
Premium	\$499 / year



Banner

Basic (~3'x4')	\$399 / year*
Double Wide (~3'x8')	\$699 / year*
XL (10'x14')	\$1,799 / year*

*Physical banner to be provided by Advertiser



Website

Standard	\$299 / year
Premium	\$399 / year

COMBINE & SAVE



Banner & Web

Save 5%



Banner & TSCtv

Save 5%



Web & TSCtv

Save 5%

Banner + TSCtv + Web



Save 10%



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CASE STUDIES

Explore the stories of how advertisers from a diverse array of industries have capitalized on TSC's audience

Ralph Weichmann

Ralph Weichmann leveraged TSCtv to promote his local real estate business. Creative flexibility allowed him to update his ad to show new listings. He used precision scheduling to promote certain homes during youth programs for growing families, and homes geared toward upcoming empty-nesters during High School soccer games.



Brakes On Demand

Standing out in the automotive repair space is no easy task. Brakes On Demand turned to TSC to raise awareness for their unique offering of mobile brake repair. Pairing their TSCtv ad with a Field Banner maintained customers' attention from the moment they entered the building through the moment they left. Customers even scheduled brake service while they watched a game at TSC!

Budget Blinds

Many local businesses struggle to find a simple, effective way to target the booming Southern NH/Northern MA market. Budget Blinds recognized that families from the whole region travel to TSC, making it the ideal location to promote their seasonal sales. They leaned on TSC's in-house design expertise to create new ads for each promotion.



Carbon Colors

The printing experts at Carbon Colors have been TSC's go-to printing vendor for years. Their extraordinary work has been prominently advertised on TSCtv, our website, and a massive XL Field Banner. We take pride in our longstanding relationship with such an excellent company, and believe it truly highlights the power of local businesses supporting one another, all while serving the community as a whole.



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AD BEST PRACTICES

General Best Practices

- ▶ Include your company's logo/branding
- ▶ Ensure that all text on the ad will be legible (size and color contrast)
- ▶ Keep it simple and easy to understand. Avoid cluttering with too much information or distracting elements. Focus on one key message or call to action.



TSCtv

- ▶ Image dimensions: 1920x1080px
- ▶ File types PNG or JPG for images, .mp4 or .mov for videos



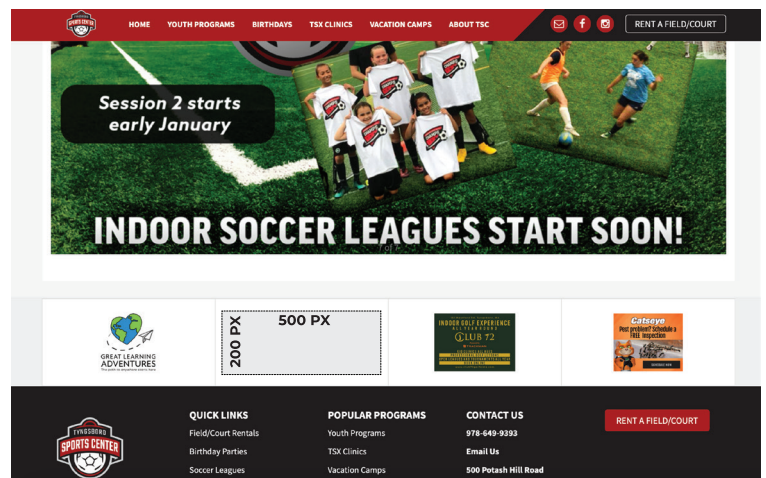
Banner

- ▶ For large banners, contrasting colors helps users to distinguish from farther distances. Use limited text with large font. Be concise in your message and don't try to fit too much information on the banner.
- ▶ Small banners on the far side of the field should have extremely limited information and very large font for any text. Small banners are best suited for the near-side of the field, in close proximity to the spectators. This allows you to fit more text on your banner.



Website

- ▶ Dimensions: Ideal dimensions are 500 pixel width by 200 pixel height, but differing dimensions can be accepted
- ▶ Including a Call To Action is recommended (example: Learn More)
- ▶ Provide a valid Landing Page that relates to the content of the ad



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