

# SPONSORSHIP & ADVERTISING opportunities



Department of  
Recreation &  
Community  
Services



# WELCOME

With a population of over 21,000, we are one of Canada's fastest-growing municipalities, and home to the youngest average aged population in the province. Paradise is an energetic Town experiencing substantial and sustainable growth. One reason for its rising popularity is the Town's proximity to all major centers on the Avalon Peninsula. Situated between Mount Pearl, Conception Bay South and St. John's, Paradise is within 15 minutes of a population of over 180,000.

The Paradise Double Ice Complex is the largest investment ever made by the Town of Paradise. The Double Ice Complex provides an extensive variety of year-round activities including skating and hockey programs, tradeshow, entertainment and more.

Just minutes from the Outer Ring Road and Trans-Canada Highway, the Paradise Double Ice Complex provides many long-term benefits to the people of Paradise and surrounding areas.

Learn about our many corporate advertising opportunities and be a part of the excitement!



# PARADISE DOUBLE ICE COMPLEX

## Paradise Double Ice Complex Receives Silver LEED® Certification

The Paradise Double Ice Complex has received LEED® Silver certification from the Canada Green Building Council. The facility is only the second building in Newfoundland and Labrador to receive the international credential and the first in the province to receive it under the LEED Canada 2009 Silver project guidelines.

From conceptual stage through to operation of the Paradise Double Ice Complex, environmental impact was paramount, and it was designed and constructed to achieve LEED certification. The facility has several environmental management features including indoor water use reduction, refrigerant management, use of recycled materials, electric ice maintenance equipment, and others. In addition, there are designated parking spaces for those who choose to carpool to our facility along with charging stations for electric vehicles. These efforts have resulted in 58% total energy cost savings, 57% energy savings, and over 36% reduction in indoor water use. The facility also has over 20% recycled content.

## Paradise Double Ice Complex – Amenities:

- Two NHL size ice surfaces:
  - Rink B includes seating for 1100 people, six dressing rooms, retractable boards, and seating area to host major concerts and tradeshow
  - Rink A includes seating for 300 people, four dressing rooms
- Multipurpose area and kitchen
- A state-of-the-art fitness center overlooking Rink A
- Fully serviced restaurant/canteen area
- Skate sharpening and pro-shop
- Office area and boardroom for staff and other associations
- Reception and media areas
- First aid room
- Fully climate-controlled facility
- Wheelchair and handicap accessible
- Paved parking for 445 vehicles with ample lighting
- Unobstructed views of ice surface
- Full serviced community room with view of Rink A, ideally suited for functions and birthday parties
- Non-smoking facility and entrance way
- Potential facility expansion for aquatic center/pool

## Programs and services offered through the Paradise Double Ice Complex:

- Community skating
- Variety of tournaments and competitions
- Sledge hockey
- Recreation hockey league
- Professional development and conferences
- Concerts
- Pipe and drape for any type of function
- Floor covering to accommodate events anytime of the year

## Rotary Paradise Youth and Community Centre

The Paradise Double Ice Complex is attached to the Rotary Paradise Youth & Community Centre, which houses the Town's Recreation Department, Sk8ate Park, rock climbing wall, youth centre, and more!

## Paradise Park

In 2016, the Town of Paradise officially opened Paradise Park! Paradise Park is designed to enhance the recreational offerings within the Town for the enjoyment of all residents and visitors of Paradise. The Park features amenities such as the Town's first accessible playground, a splash pad, two beach volleyball courts, two dog parks, a sliding hill, a concession stand, and change rooms.



# EXPOSURE

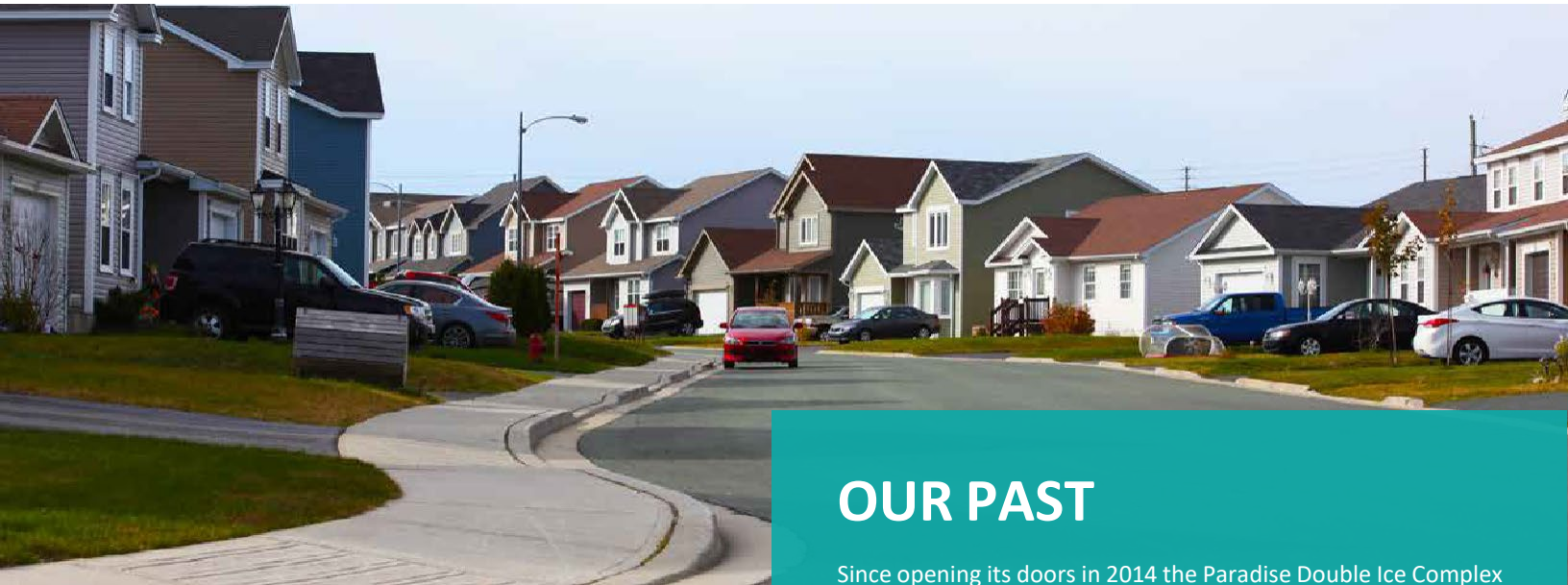
The Town of Paradise is experiencing unprecedented levels of growth and development. The Town is leading all municipalities in the region in housing rates and infrastructure development. While the Town is extremely proud of the interest from builders and developers, it is even more pleased that more families are choosing to make Paradise their home than any other location in the province. Paradise has become Atlantic Canada's fastest growing municipality with the youngest average age of population.

The Town acknowledges the fact that there is much more to growing a municipality than building houses, business parks, and expanding infrastructure. Communities are about people. Paradise's greatest priority is to build a community of people who feel a sense of pride and identity, and who share a common

commitment to making Paradise a place where all families feel welcome to help build an active and engaged community, the Town encourages all residents to become involved.

The Town's new business park is also attracting a variety of retail, commercial and industrial enterprise. The Town's goal is to provide the highest possible level of municipal services, programs and facilities to meet the needs of residents of all ages, and to try to build a proud and inclusive community.

Being a modern facility in a rapidly growing area, the Paradise Double Ice Complex provides an excellent venue to advertise your company. Also, with a combined population of over 180,000 people and growing, the surrounding cities and towns will also benefit from the new arena.



## MARKET AND REACH

The Paradise Double Ice Complex is strategically located in the Town of Paradise, within close proximity to all major centers on the Avalon Peninsula. Paradise is located adjacent to both the Trans-Canada Highway and Outer Ring Road, with St. John's International Airport just a short drive away. The Complex is easily accessible from both the west and east ends of the North East Avalon.

The Double Ice Complex is also a part of the Town's open space development, which is now home to Paradise Park. Paradise Park is an area encompassing approximately 200 acres, located behind the Rotary Paradise Youth & Community Centre. Paradise Park was designed to be an all-inclusive recreation space that can be used for multiple purposes.

## OUR PAST

Since opening its doors in 2014 the Paradise Double Ice Complex has been host to a wide variety of events. These events have attracted thousands of people from different organizations, business and backgrounds. The following are just a sample:

- Pinty's Grand Slam of Curling, Tour Challenge 2015
- Novaks Winter 2016
- Toronto Maple Leafs Training Camp in 2019
- Skate Canada National Summer Series (5-year agreement)
- Danny Cleary Hockey School (5-year agreement)
- YCNL Fall 2016
- Centre of Nursing Studies Graduation 2016
- 2017 Newfoundland Sportsman Outdoor Expo
- Boston Bruins NHL Alumni Game
- Habs NHL Alumni Game

With such a broad stakeholder base, there are always more events just around the corner.

# OPPORTUNITIES

## NAMING RIGHTS (RINK A AND/OR RINK B)

What a great opportunity to showcase your business by having your name on Rink A and Rink B.

Rink A has spectator seating of 300 and Rink B has spectator seating of 1,100. Both rinks showcase the Mount Pearl/Paradise Skating Club, Paradise Minor Hockey Association, Easter Seals Sledge Hockey, Avalon Sled Dogs, women's, and men's recreation hockey leagues as well as variety of hokey schools, community skating and recreational skating!

Not only are the rinks home to a variety of ice related activities they are the location for a variety of events such as; concerts, tradeshows, carnivals, private functions and community special events.

### RINK A NAMING RIGHTS

- Duration: 3-year agreement  
Cost: Minimum of \$7,500 per year  
Benefits: - Used in promotional material related to Rink A  
- 50 free community skating passes per year  
- Rink Board in Rink A in an available location agreed upon with the Facility Manager  
- Under Ice Logo in Rink A in an available location  
- Ad on monitor in reception area  
Signage: Sign at the lobby level entrance on Rink A

Signage will be at the cost of the sponsor and is subject to final approval by the Facility Manager.

### RINK B NAMING RIGHTS

- Duration: 3-year agreement  
Cost: Minimum of \$10,000 per year  
Benefits: - Used in promotional material related to Rink B  
- 75 free community skating passes per year  
- Rink Board in Rink B in an available location agreed upon with the Facility Manager  
- Under Ice Logo in Rink B in an available location  
- Ad on monitor in reception area  
Signage: Sign at the lobby level entrance on Rink B  
Sign at the concourse entrance on Rink B

Signage will be at the cost of the sponsor and is subject to final approval by the Facility Manager.

## NAMING RIGHTS (DRESSING ROOMS)

Each rink within the Paradise Double Ice Complex has access to 5 dressing rooms and 2 referee rooms! With the dressing room sponsorship your company is being promoted directly to participants. Not only are the dressing rooms at the Complex used by hockey players and skating club members, they also serve as the behind the scenes locations for our concerts and special events. You do not want to miss out on this opportunity!

- Duration: 3-year agreement  
Cost: Dressing Rooms 1, 2, 3, 4 and Referee Rooms are a minimum of \$2,000 per year  
Dressing Rooms 5 and 6 are a minimum each of \$1,500 per year  
Benefits: - Company logo painted on the wall inside the dressing room  
- Company logo on the door of the dressing room  
- Logo displayed on dressing room assignment display monitor/board  
- 50 free community skating passes per year  
- Rink Board space on the rink of the sponsored dressing room. This will be subject to availability considerations.

Signage will be at the cost of the sponsor and will be need to be approved by the Facility Manager.

## NAMING RIGHTS (BOX OFFICE)

Located at the main entrance of the Paradise Double Ice Complex, the hub for the all recreation and leisure services within the Town of Paradise, the Box Office is open for all ticketed events within the Recreation and Leisure Services Department. Not only is it the location for purchasing tickets, but also for the complex's boardroom!

- Duration: 3-year agreement  
Cost: Minimum of \$5,000 per year  
Benefits: - Used in promotional material related to ticketed events  
- 50 free community skating passes per year  
- Rink Board in Rink A in an available location agree upon with the Facility Manager  
- Ad on monitor in reception area

Signage: Sign at the lobby level entrance on Rink B  
Sign at the concourse entrance on Rink B

Signage will be at the cost of the sponsor and is subject to final approval by the Facility Manager.

# OPPORTUNITIES

## ZAMBONI / ICE RESURFACER

Captivate the attention of viewers as the Zamboni / Ice Resurfacer cleans the ice before, after and in between hockey games, and other on-ice activities. Your company logo, colors, and advertising can be a part of this eye-catching event. Brand the ice resurfacer to best suit your advertising needs. Be creative!

### RINK A

Duration: 3-year agreement  
 Cost: \$4,000 per year full sponsorship (both sides of Zamboni)  
 \$2,000 per year half sponsorship (one side of Zamboni)  
 Benefits: - Capacity of 300 spectators  
 - 50 free community skating passes per year

### RINK B

Duration: 3-year agreement  
 Cost: \$5,000 per year full sponsorship (both sides of Zamboni)  
 \$2,500 per year half sponsorship (one side of Zamboni)  
 Benefits: - Capacity of 1,100 spectators  
 - 25 free community skating passes per year

## RINK BOARDS

Rink Boards are ice level advertising panels you see at all NHL arenas. There are rink boards available for both Rink A and Rink B. What a great opportunity to have your business advertised!

Size: Approximately 36" (height) x 96" (width)  
 Duration: 3-year agreement  
 Benefits: 50 free community skating passes per year  
 Cost:

Location	Cost
Rink A High Profile	\$1,200/year
Rink A End Zones	\$1,000/year
Rink A Opposite Players Benches	\$750/year
Rink B High Profile	\$1,500/year
Rink B End Zones	\$1,200/year
Rink B Opposite Players Benches	\$1,000/year

Supply and installation of Rink Boards is the responsibility of the sponsor. Rink Board will need to be approved by the Facility Manager.

## UNDER ICE LOGOS

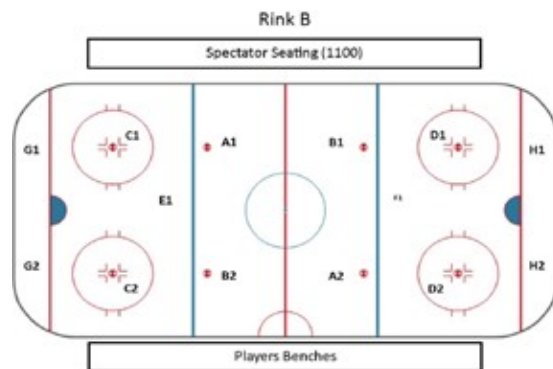
Place your company's logo or advertisement directly beneath the ice surface to make a constant impression during on-ice activities.

Duration: 3-year agreements  
 Cost: See below  
 Benefit: 50 free community skating passes per year

Supply of under ice logos is the responsibility of the sponsor. Under ice logos will need to be approved by the Facility Manager.



RINK A	
Location	Cost
A1, A2, B1, B2	\$500/year
C1, C2, D1, D2	\$400/year
E1, F1	\$500/year
G1, G2, H1, H2	\$400/year



RINK B	
Location	Cost
A1, A2, B1, B2	\$600/year
C1, C2, D1, D2	\$500/year
E1, F1	\$600/year
G1, G2, H1, H2	\$500/year

# OPPORTUNITIES

## BILLBOARD ADVERTISING

Advertising billboards are located on the concrete walls above the glass at each end of the arena. There are billboards located throughout the arena. Advertising for this space is limited and available on a first-come, first-served basis.

Size: Approximately 4' (height) x 8' (width)  
Duration: 3-year agreement  
Cost: \$1,000 per year  
Benefit: 50 free community skating passes per year

Supply of billboards is the responsibility of the sponsor. Billboards will need to be approved by the Facility Manager.



## COMMUNITY SKATES

What a great one-time opportunity to promote your business and provide an opportunity for the community to participate in a recreational activity. As a sponsor you can choose from many of our community skates to sponsor. By sponsoring a community skate, you will be providing a free skate to the community.

Duration: One time  
Cost: \$200 per skate  
Benefit: - Sponsor will have the opportunity to set-up a display in the main lobby to promote their business  
- Sponsor will be recognized in all promotion of the community skate one week before the scheduled skate

Any additional advertising will be at the responsibility of the sponsor and is subject to final approval by the Facility Manager.



## MONITOR ADVERTISING

Located in the main lobby of the Paradise Double Ice Complex the monitor displays community events, dressing room schedule, community skate schedule and user group information. As a sponsor, your business information will be displayed full screen on a regular rotation to hundreds of people every day!

Duration: 1-year agreements  
Cost: \$100 per month  
Benefit: - 25 free community skating passes per year  
- Displayed in a high traffic area

The Town of Paradise reserves the right to cover and/or obstruct views of Rink Boards and other forms of advertising within the Paradise Double Ice Complex where necessary. This may happen to facilitate a particular event, or when required, pursuant to contractual arrangements.

If you would like to learn more about these opportunities, please contact:

## Department of Recreation and Community Services

Mail: 1 Sarah Davis Way, Paradise, NL A1L 0A6  
Email: [recreception@paradise.ca](mailto:recreception@paradise.ca)

# Sponsorship Application: Paradise Double Ice Complex

## SECTION A: General Information

Date: _____	Name of Business: _____
Address of Business: _____	
Business Contact Person and Title: _____	
Contact Phone: _____	Contact Email: _____

## SECTION B: Sponsorship Information (please see sponsorship package for detailed information)

Please indicate which sponsorship(s) your business is interested in:

<input type="checkbox"/> <b>NAMING RIGHTS: RINK A AND/OR RINK B</b> <input type="checkbox"/> Rink A = Minimum of \$7,500/year      Proposed Amount = _____ <input type="checkbox"/> Rink B = Minimum of \$10,000/year      Proposed Amount = _____
<input type="checkbox"/> <b>NAMING RIGHTS: DRESSING ROOMS</b> <input type="checkbox"/> Dressing Rooms 1 – 4 = \$2,000/year <input type="checkbox"/> Dressing Rooms 5 & 6 = \$1,500/year
<input type="checkbox"/> <b>NAMING RIGHTS: BOX OFFICE</b> <input type="checkbox"/> Rink A = Minimum of \$7,500/year      Proposed Amount = _____
<input type="checkbox"/> <b>ZAMBONI/ICE RESURFACER</b> <input type="checkbox"/> Rink A – 3 Year <input type="checkbox"/> Rink B – 3 Year <input type="checkbox"/> Full (both sides) = \$4,000/year <input type="checkbox"/> Full (both sides) = \$5,000/year <input type="checkbox"/> Half (one side) = \$2,000/year <input type="checkbox"/> Half (one side) = \$2,500/year



# Sponsorship Application: Paradise Double Ice Complex

## DASHER BOARD

- Rink A High Profile (opposite concourse) = \$1,200/year
- Rink A End Zones = \$1,000/year
- Rink A Opposite Players Bench = \$750/year
- Rink B High Profile (opposite seating area) = \$1,500/year
- Rink B End Zones = \$1,200/year
- Rink B Opposite Players Bench = \$1,000/year

## UNDER ICE LOGOS – PLEASE SEE DIAGRAM IN SPONSORSHIP AND ADVERTISING PACKAGE

- |                                                                                                                               |                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Rink A                                                                                               | <input type="checkbox"/> Rink B                                                                                               |
| <input type="checkbox"/> A1 <input type="checkbox"/> A2 <input type="checkbox"/> B1 <input type="checkbox"/> B2    \$500/year | <input type="checkbox"/> A1 <input type="checkbox"/> A2 <input type="checkbox"/> B1 <input type="checkbox"/> B2    \$600/year |
| <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> D1 <input type="checkbox"/> D2    \$400/year | <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> D1 <input type="checkbox"/> D2    \$500/year |
| <input type="checkbox"/> E1 <input type="checkbox"/> F1                            \$500/year                                 | <input type="checkbox"/> E1 <input type="checkbox"/> F1                            \$600/year                                 |
| <input type="checkbox"/> G1 <input type="checkbox"/> G2 <input type="checkbox"/> H1 <input type="checkbox"/> H2    \$400/year | <input type="checkbox"/> G1 <input type="checkbox"/> G2 <input type="checkbox"/> H1 <input type="checkbox"/> H2    \$500/year |

## BILLBOARD ADVERTISING (\$1000/YEAR, PRODUCTION COSTS ADDITIONAL)

- \$1,000/year

## COMMUNITY SKATES

Please discuss options with the Department of Recreation & Community Services on the available dates and times.

## MONITOR ADVERTISING

- Full Screen = \$100/year

Completed applications can  
be forwarded to:

Department of Recreation and Community Services

Mail: 1 Sarah Davis Way, Paradise, NL A1L 0A6

Email: [reception@paradise.ca](mailto:reception@paradise.ca)





**Department of Recreation & Community Services**  
1 Sarah Davis Way, Paradise, NL A1L 0A6 709-782-6290

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