

# Advertise YOUR Business Here



And support YOUR County Park Facility

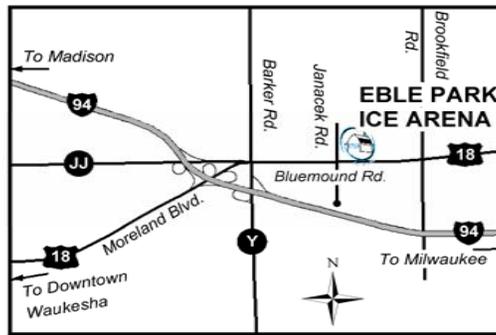
## Advertising Information

One-year commitment  
 More than 230,000 spectators and visitors will view your ad every season  
 Multi-arena and multi-year discounts available  
 Dasher-board, zamboni, banner, in-ice logo, scoreboard and other advertising also available

Do you want over **230,000** people to see YOUR AD?

**DON'T HESITATE TO CONTACT US RIGHT AWAY!**

Visit us on the web at:  
[www.waukeshacountyparks.com](http://www.waukeshacountyparks.com)



**Eble Park Ice Arena**  
 19400 West Bluemound Road  
 Brookfield, WI. 53045  
 Office Hours: 8:00 a.m. to 5:00 p.m.

Contact: Jeff Michalek  
 (262) 784-7512  
 or  
[jmichalek@waukeshacounty.gov](mailto:jmichalek@waukeshacounty.gov)



**Naga-Waukee Park Ice Arena**  
 2699 Golf Road  
 Delafield, WI. 53018  
 Office Hours: 8:00 a.m. to 5:00 p.m.

Contact: Gregg Nelson  
 (262) 646-7072  
 or  
[gnelson@waukeshacounty.gov](mailto:gnelson@waukeshacounty.gov)

## Waukesha County Park System

Andrew Thelke, Enterprise Operations  
 Manager  
 515 W. Moreland Blvd., Room AC230

Phone: 262-548-7790  
 Fax: 262-896-8071  
 Email: [athelke@waukeshacounty.gov](mailto:athelke@waukeshacounty.gov)

*Yours Naturally!*



Waukesha County Park System  
 Recreation • Education • Preservation

## Waukesha County Park System

# ICE ARENA ADVERTISING



[www.waukeshacountyparks.com](http://www.waukeshacountyparks.com)

Tel: 262-548-7790

# 2008 Ice Arena Advertising Information

The Waukesha County Park System maintains and supports two ice arenas; Eble Park Ice Arena in Brookfield and Naga-Waukee Park Ice Arena in Delafield.

## The ice arenas host many local events including:

Adult Hockey League games, tournaments, and practices

Home rink for the Waukesha County Hockey League

Local high schools for games, tournaments and practices

Home rink for the Marquette University High School, Catholic Memorial High School, Kettle Moraine-Mukwonago High School Program, Waukesha Wings High School Program, Laker High School Program (Oconomowoc, Pewaukee, Univ. Lake School, and St. Johns Military High School)

Waukesha County Youth Hockey Association games, tournaments, and practices

The Greater Milwaukee and Wisconsin Figure Skating Clubs

USA Hockey Events

Public Skating



## Additional Public Opportunities:

- Group Activities
  - Birthday Parties
  - School Field Trips
  - Church, Boy/Girl Scout, or Civic Outings
  - Weekly Public Skating Times
- Open Hockey

In support of these activities, over 230,000 spectators enter the arenas to enjoy the variety of activities they offer; creating great potential for businesses and organizations to expose themselves to these spectators.

## Frequently Asked Questions

### WHAT IS A DASHER-BOARD?

Dasher-boards, similar to billboards, are the walls around the ice rink that keep a hockey game enclosed. The advertising is inside the field of play where all the great hockey and ice skating takes place. So, whether people are watching or skating themselves, it is always in view.

### WHO WILL SEE IT?

Over 230,000 spectators and athletes

Hockey and Figure Skating parents, families, and friends

Local and regional spectators

Adult Hockey League members and spectators

Regional Tournament spectators

### WHAT WILL IT DO FOR ME?

Increase awareness

Increase sales

Generate more traffic to your location

Increase visibility

Show community you support local youth and adult recreation

### Design Specifications

Typical Dasher-Board Size = 8 feet by 3 feet\*

Full Color

EPS files preferred

*\*Other sizes available*

*\*Other advertising locations available!*

## How to Advertise

### WHAT SHOULD I DO NOW?

Contact Andrew Thelke (see below) or the ice arena of your choice (see back)

E-Mail design and/or design requirements to Ice Arena  
There is design assistance available from our creative staff.

You will be asked to approve your advertisement prior to placement



### WHAT TYPES OF ADVERTISING ARE AVAILABLE?

Dasher-boards, wall banners, zamboni, scoreboard, In-ice logos, and more!



**Website advertising is also available!**

### Waukesha County Park System

Andrew Thelke, Enterprise Operations Manager  
515 W. Moreland Blvd., Room AC230  
Waukesha, WI. 53188

Phone: 262-548-7790

Fax: 262-896-8071

Email: [athelke@waukeshacounty.gov](mailto:athelke@waukeshacounty.gov)



# Public Skating Hours After Labor Day

## Advertising Options

### Dasherboards

- \$800/yr for opposite fan side
- \$600/yr for the Ice Arena ends
- \$400/yr for fan side

### Banners

- \$800/yr

### Zamboni

- \$2000/yr for 3 years, with 4th year free for a Zamboni wrap ad
- \$400/yr for a Zamboni sign

### Scoreboard

- \$1500 for a banner adjacent to scoreboard

### Website

- \$200 for just website advertising
- \$100 to add website into package

### In-Ice Logo

- \$1000 for a 6'x6' in-ice logo, with limited space and specific deadlines

\*\*the above prices do not include the 1x production cost, prices vary\*\*

\*DISCOUNTS AVAILABLE for multiple arena advertising\*

## Public Skate

### Eble Ice Arena

Monday through Friday 12 -3p.m.  
Saturday and Sunday 2 -4p.m.

### Naga-Waukeee Ice Arena

Monday through Friday 11:30a.m.- 1:45p.m.  
Saturday 3- 5p.m.  
Sunday 3- 4:30p.m.

## Adult/Senior Skate

### Eble Ice Arena

Tuesdays and Thursdays 10:45- 11:45a.m.

### Naga-Waukeee Ice Arena

Fridays 10:30 -11:30a.m.

## Contact Information

### Andrew Thelke

### Enterprise Operations Manager

Phone (262)-548-7790  
athelke@waukeshacounty.gov

### Eble Ice Arena

Jeff Michalek  
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