

# ADVERTISE AT THE CRYSTAL ICE HOUSE

WELCOME TO

McHenry County's only ice arena!

We are a non-profit recreation destination open 18 hours a day 359 days a year. We serve more than 500,000 visitors and host over 650 hockey and figure skating events annually. In other words, we are the perfect place to

## GET YOUR NAME IN THE GAME!

STOP IN OR CALL TO  
SCHEDULE A RINK TOUR

2 PUBLIC SKATE  
PASSES PROVIDED AT  
THE END OF YOUR TOUR!

**PACKAGE  
OPTIONS  
AVAILABLE**

## LET'S GET STARTED



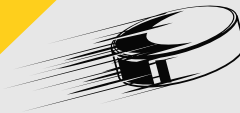
815-356-8500  
Gina Montano



gina.montano@  
crystalicehouse.com



320 East Prairie Street  
Crystal Lake, IL 60014



### SCOREBOARDS **P** **L**

*Eyes on your biz for every buzzer - 3 available!*

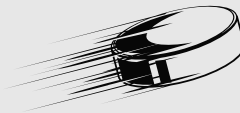
West Rink \$3,000 | East Rink \$2,750  
Far East Rink \$2,500 | All 3 Rinks \$7,500



### DASHER BOARDS **P** **L**

*Your shot to get your name on the rink boards*  
96" x 30"

West Rink \$1,400 | East Rink \$1,300  
Far East Rink \$1,200 | All 3 Rinks \$3,000



### ARENA BANNERS **P**

*Elevate your messaging with a rink banner*

Horizontal: 94" x 47.5" or Square: 58" x 58"  
West Rink \$1,000 | East Rink \$900  
Far East Rink \$800 | All 3 Rinks \$2,000



### SKATE HELPERS **L**

*On-ice exposure at public skate & group lessons*

11" x 8.5" space available for your ad sticker  
\$100 per skate helper

**1 YEAR TERM FROM DATE OF INSTALLATION / DESIGN NOT INCLUDED**

**P** Production included **L** Limited quantity

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

# ADVERTISING

# PACKAGES



## LET THE BUZZ BEGIN!

**TITANIUM**



**\$16,000**

**TWO YEAR TERM**

- **SCOREBOARD SIGNS (3)**
- **DASHER BOARD SIGNS (3)**
- **RINK BANNERS (3)**

**SAVE** 46% or \$13,900 off a la carte pricing

**1 AVAILABLE!**

**GOLD**



**\$8,000**

**TWO YEAR TERM**

- **DASHER BOARD SIGNS (3)**
- **RINK BANNERS (3)**

**SAVE** 39% or \$5,200 off a la carte pricing

**SILVER**



**\$5,000**

**ONE YEAR TERM**

- **DASHER BOARD SIGNS (3)**
- **RINK BANNERS (3)**

**SAVE** 24% or \$1,600 off a la carte pricing

**LOCK IN CURRENT PRICING AND SAVE!**

**ALL PACKAGE TERMS FROM DATE OF INSTALLATION / PRODUCTION INCLUDED / DESIGN NOT INCLUDED**

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

Crystal Ice House is a wholly-owned subsidiary of Fire Wagon Hockey, Inc., a registered 501(c)(3) non-profit organization. Advertising with us helps further our mission to make ice sports accessible in our community.

# AGREEMENT FORM



## CONTACT INFORMATION

ORGANIZATION NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_

## ADVERTISING OPTIONS - CIRCLE DESIRED SELECTIONS

**SAVE** with Advertising Packages

### TITANIUM PACKAGE - ONE AVAILABLE

2 YEAR TERM - 46% SAVINGS  
\$16,000

### GOLD PACKAGE

2 YEAR TERM - 39% SAVINGS  
\$8,000

### SILVER PACKAGE

1 YEAR TERM - 24% SAVINGS  
\$5,000

### SCOREBOARD SIGN - 1 YEAR TERM

WEST RINK \$3,000 / EAST RINK \$2,750 / FAR EAST RINK \$2,500  
ALL 3 RINKS \$7,500

### DASHER BOARD(S) (96" X 30") - 1 YEAR TERM

WEST RINK \$1,400 / EAST RINK \$1,300 / FAR EAST RINK \$1,200  
ALL 3 RINKS \$3,000 / ALL 3 RINKS 2 YEARS \$5,000

### ARENA BANNER - 1 YEAR TERM

CHOOSE HORIZONTAL (94" X 47.5") OR SQUARE (58" X 58")  
WEST RINK \$1,000 / EAST RINK \$900 / FAR EAST RINK \$800  
ALL 3 RINKS \$2,000 / ALL 3 RINKS 2 YEARS \$3,000

### SKATE HELPER - 1 YEAR TERM

(11" X 8.5" SPACE FOR YOUR STICKER)  
\$100

**TERM BEGINS ON DATE OF INSTALLATION PER GUIDELINES & STANDARDS / DESIGN NOT INCLUDED**

## TECHNICAL REQUIREMENTS

- Ads must be sized according to the specifications outlined above and in Guidelines & Standards.
- Materials, content, and production must be approved by Crystal Ice House.
- Crystal Ice House does not accept responsibility for photograph reproduction errors or copyright infringement. Advertiser is responsible for reviewing the content and quality of photos appearing in your ad.
- Artwork must be submitted electronically to: gina.montano@crystalicehouse.com
- Skate Helper stickers must be provided; the space available is 11" x 8.5".

## GUIDELINES & PLACEMENT

- Crystal Ice House reserves the right to refuse any ad that is deemed of unacceptable quality, unsuitable, inappropriate, or of incorrect size.
- Ad placement is at the discretion of Crystal Ice House. Crystal Ice House reserves the absolute right to refuse any ad it deems to contain inappropriate or offensive material.
- Ads containing registration forms, sponsorship names and/or coupons, or contain competing products or services will not be accepted.
- Ads will be deemed correct and printed as submitted. Ads are not proofread for spelling, grammar, or punctuation.

## CONFIRMATION & PAYMENT

- A completed Advertisement Agreement Form must be submitted, along with payment and final artwork to secure advertising space.
- Payment is non-refundable.
- Production of average complexity graphics is included in advertising fee. If design is overly complex, it may require an additional fee (we will do our best to accommodate your design and communicate any issues).

Note: Ads become the property of Crystal Ice House. Crystal Ice House does not maintain ads on file for future placement; please retain a copy of the artwork for your records.

## PAYMENT INFORMATION

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Total Payable: \_\_\_\_\_

Credit card and checks accepted. Please make checks payable to: Fire Wagon Holding LLC d/b/a Crystal Ice House

*Circle and complete as applicable*

Visa      MasterCard      Discover

Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_ Check#: \_\_\_\_\_

# ADVERTISING GUIDELINES & STANDARDS

## ADVERTISER RESPONSIBILITIES

1. For Production Included items (Scoreboards, Dasher Boards, Banners), advertiser must submit to Crystal Ice House for approval via email a high quality/resolution digital image of proposed advertisement. Acceptable file formats are PDF, EPS or JPG at a minimum of 300dpi. Submit to:

Crystal Ice House  
320 E. Prairie St.  
Crystal Lake, Illinois 60014  
Attention: Gina Montano  
Email: [gina.montano@crystalicehouse.com](mailto:gina.montano@crystalicehouse.com)  
Telephone: 815-356-8500

2. For Production Not Included items (Skate Helpers), a sticker that fits in the 11" x 8.5" space provided must be submitted to the address above.

3. Ensure that the advertisement shall be in accordance with Crystal Ice House Advertising Standards Policy (below). It shall be the right of Crystal Ice House, at any time, to remove any advertising which in the sole opinion of Crystal Ice House, is not considered appropriate.

4. Upon approval from Crystal Ice House of your proposed advertisement, Crystal Ice House will submit your advertisement with your desired output to one of our preferred sign production companies.

5. You will receive a proof from Crystal Ice House that must be approved prior to production.

6. Advertiser must submit payment at time of reservation. The ad space rental period shall commence on the date of installation for a one year period unless otherwise agreed to in writing. However, in the event ad proof is not timely reviewed, the rental of the ad space shall automatically commence exactly 30 days after the payment of the reservation date.

7. Crystal Ice House reserves the right to extend the placement date of prepaid ads at its own discretion.

8. Advertisers will be offered first opportunity for renewals of existing ad location(s).

9. If your ad is overly complex, it may result in additional fees.

10. Design is not included. If you need assistance with design we can provide references for trusted design pros.

## CRYSTAL ICE HOUSE ADVERTISING STANDARDS POLICY

In determining the acceptance of advertising within its facilities, Crystal Ice House reserves the absolute right to approve/refuse any advertisement. Specifically, but not limited to:

1. Crystal Ice House will not accept advertising of questionable taste or which, in its sole discretion, is considered offensive or irritating in its style, content, or method of presentation.
2. Advertising must be free from offensive references involving racial, religious, or political matters.
3. Crystal Ice House reserves the right to refuse any ad that offers competing products or services as those offered at Crystal Ice House in their sole discretion.
4. Tobacco and alcohol advertising is not permitted.
5. Crystal Ice House will provide one courtesy mid-year replacement per dasher board per year. Should an advertisement, in the judgment of Crystal Ice House, need to be replaced due to tearing or other deteriorating quality beyond the mid-year replacement, or should the advertiser wish to change the layout of the advertisement during this contract, it will be at the expense of the advertiser.
6. Crystal Ice House has the authority under this contract to remove an advertisement if it begins to tear or deteriorate in quality, or if in the view of Crystal Ice House, the advertisement becomes derogatory, offensive, or associated with a business or person within the business that is convicted or charged with a crime against a minor.
7. All sales are final and no refund will be given. In the event of facility closure due to events outside Crystal Ice House's control, the advertising term shall be extended by an amount equal to the closure and advertiser shall receive the full term anticipated.