

Centennial Arena

Physical & Digital Advertising Application



OFFICE USE ONLY:

Application Received:

Payment Received:

SPONSORSHIP INFORMATION:

Sponsor / Organization:

CONTACT INFORMATION:

Contact Name:

Contact Title:

E-Mail Address:

Telephone:

Mailing Address:

ADVERTISEMENT SELECTION:

Physical Advertisements:		Advertisement Cost		Quantity	Total Cost of Physical Advertisements
☐ Arena Dasher Board 3’x6’		\$1,800 (3 years)			
☐ Arena Dasher Board 3’x4’		\$1,200 (3 years)			
☐ Ice Resurfacer – 1 side		\$3,000 (3 years)			
☐ Ice Resurfacer – 2 sides		\$6,000 (3 years)			
☐ In ice sign (max 3’ x 6’)		\$1,200 (3 years)			
Digital Advertisements:	Advertisement Cost		# of Ads	# of Months	Total Cost of Digital Advertisements
☐ Electronic Signs & Monitors (20 second)	\$100/month/ad				

Total Cost of All Advertisements

Notes regarding Advertisements:

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TERMS AND CONDITIONS

1. Advertising rates are set by the Town of Fort Smith Rates & Fees Bylaw (1076) and are subject to change. The Rates & Fees Bylaw can be found at www.fortsmith.ca/bylaws.
2. Physical Advertisements run for three (3) arena seasons, beginning the season the advertisements are installed. Digital advertisements run month-to-month for the number of months purchased.
3. Full payment is due before production or installation. Applications are not confirmed until payment is received. Fees are non-refundable once the advertisement is produced or, for digital advertising, once the run has started.
4. The prices laid out in the Rates & Fees Bylaw for Arena Advertising include GST.
5. Placement is first-come, first-served and subject to availability. The Town of Fort Smith will determine the final location of all physical advertisements based on availability.
6. The Sponsor is responsible for supplying print-ready or display-ready artwork that meets the Town's specification.
 - a. Arena Dasher Boards: 3' x 6' or 3' x 4'
 - b. Ice Resurfacer: 6' x 22"
 - c. In ice Sign: Maximum 3' x 6'
 - d. Electronic Signs & Monitors: 1920px by 1080px
7. The cost of the Advertisements includes production and installation.
8. The timeline for installation of advertisement is based on operational capacity.
9. All advertisements are subject to Administrative Approval. The Town may refuse or remove any advertisement it considers offensive, discriminatory, misleading or unsuitable for a family and youth facility.
 - a. Advertisement graphics produced with Generative Artificial Intelligence will not be accepted for use in physical or digital advertisements.
10. Acceptance of an advertisement does not mean the Town of Fort Smith endorses the sponsor, its products or its services.
11. Arena advertisements are exposed to pucks, equipment, ice and normal wear. The Town of Fort Smith is not responsible for fading, damage or deterioration. Replacement during the advertising term is at the sponsor's cost unless the Town chooses otherwise.

APPLICANT SIGNATURE:

I declare that I have read and understand the Fort Smith Centennial Arena Advertising Program.

Applicant Signature:

Date: