



PARAMOUNT
★ ICE

Ad Opportunities



1107 Finch Ave. West
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paramountice.com

Centrally located, Paramount Ice is one of the most unique ice arenas in the GTA. Paramount Ice is equipped with three rinks which are suitable for a variety of uses. Our state-of-the-art restaurant is set to open early 2015. Our facility plays host to league games, practices, tournaments, figure skating, skating parties and much more.

Paramount Ice offers a number of advertising opportunities to help increase visibility for surrounding businesses and organizations. Whether they are a participant or fan, each visitor is a targeted and unique audience for your brand. Arena advertising not only offers a more captive audience compared to other advertising methods, but typically a much longer viewing time. Hockey rink spectators are often in the arena for two hours at a time, sometimes multiple times per week, leaving ample time for viewing the arenas' hockey advertising billboards.

Paramount Ice offers a **unique** and **effective** means to reach this lucrative target audience that will showcase your organization to the community.

- **Naming Rights**
- **Digital Displays**
- **Arena Wall Signage**
- **Floor/Wall Decals**
- **Rink Boards**
- **Zamboni Wraps**
- **In-Ice Logo**
- **Scoreboards**
- **Players' Benches**
- **Arena Glass**





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We **create, develop, & implement** partnership promotions that are custom fit to meet your needs and exceed your standards.



Naming Rights

Buying naming rights to an area will result in an endless amount of mentions of your business or product name. Naming rights sponsorships not only offers a more captive audience compared to other arena advertising mediums, but typically a much more impactful impression. Naming rights includes in-ice logo, decals, rinkboard ads, and website presence.

In-Ice Logo

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



Zamboni Wrap

Captivate the attention of viewers as they clean the ice before, after and in between hockey games and other on-ice activities.



Arena Wall

Provide a large surface area to communicate your advertising message to patrons that will be viewing from all over the arena.



Digital Display

Digital displays are placed in high traffic areas of our facility. They provide the scheduling board and dressing room assignments, meaning everyone who enters our facility will have visibility of the displays.



Scoreboard

Bright backlit panels displayed directly over ice for high-visibility.



Rink Boards

Strategically positioned at ice level across from the spectator seating area. Viewed by participants and spectators in the arena.



Decals

Located in high-traffic areas, floor/wall decals and window stripping allows you to communicate your advertising message to patrons successfully.



Player Benches

Player benches are an effective and ideal location to market to hockey players and figure skaters, young and old, amateurs and professionals.



We can **customize** a package to suit
all your marketing needs!

GOLD PACKAGE

(recommended)

SILVER PACKAGE

- Rink Board Ads (3)
- Large In-Ice Logo
- Digital Display Ad
- Player's Bench Ad
- Website Ad

- Arena Naming Rights
- Rink Board Ads (3)
- Large In-Ice Logo
- Zamboni Wrap
- Digital Display Ad
- Player's Bench Ad
- Website Ad

BRONZE PACKAGE

- Rink Board Ads (3)
- Small In-Ice Logo
- Digital Display Ad
- Website ad

Paramount Ice Facts and Demographics

- Located in the largest region in the GTA
- Home of the North York Hockey League
- 5,000+ weekly foot traffic
- Great community exposure
- Paramount Ice Complex is open year round
- Operational 10–12 hours 7 days a week
- 3 ice pads within the complex
- Home to Paramount Ice Men's Hockey League
- Home to Paramount Ice 3 on 3 Kids Hockey League





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For more information on
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