



Ice Hockey Advertising Opportunities

Lakeland Arena is a three sheet ice arena, located in Waterford, MI, with quality hockey, figure skating, and youth beginner's programs. Our family-owned and operated arena offers a friendly atmosphere for players and skaters of all ages and skill level. All of our programs provide exceptional coaching, competitive teams, and opportunities for growth and development both on and off the ice.

Lakeland Arena is a unique ice arena facility, with a wide array of programs and customers. The Lakeland Hockey Association (LHA) – Lakeland Hawks have been in existence since 1974. During the more than 50 years at Lakeland Arena, we have seen the development and offering of programs such as public skating, youth hockey, clinics and camps, college and men's league hockey and figure skating. Today, Lakeland Arena has over 750 participants in its programs combined each season, including youth hockey teams (LHA), adult leagues, Learn to Skate, and Learn to Play hockey program. This season we will be starting a Learn to Skate program for people with disabilities. Lakeland Arena is also the home of the Lakeland Skating Club, four high school hockey and two high school figure skating teams, which includes Lakeland High School, Lakes Area United, Walled Lake White Caps, Walled Lake Wild, Lakes Area FS and West Bloomfield FS teams.

Annually, we have approximately **200,000** skaters and spectators walk through the doors at Lakeland Arena. We are very proud of our rink and of the people who work and volunteer countless time here.

With these facts in mind, advertising with Lakeland Arena presents a great opportunity to give your company more exposure to the local community, who may be a future customer of your business at a cost effective price to help provide a better return on your investment. This all adds up to thousands of people attending practices, games, clinics and special events month after month, giving your ad & business constant and repetitive exposure all year!

Lakeland Arena and Lakeland Hockey Association appreciates your interest in the community in considering this unique and cost effective advertising opportunity. We look forward to working with you and supporting your business as one of our advertisers for the upcoming season.

Thank you,

Lakeland Arena, LHA Board of Directors, Players and Parents



Lakeland Arena is proud to offer the following sponsorship opportunities to the local community.

Please contact for more information: lakelandarena.office@gmail.com

PREMIERE SPONSORSHIP

Thank you,

Lakeland Hockey Association Board of Directors, Players and Parents

PLATINUM LEVEL (2 available)

-Zamboni Wrap

-1 Side of the Zamboni wrapped. Graphic designed by Sponsor.

-Board Graphic

-Board graphic in prime location

-Advertisement on website with hyperlink

COST:
\$12,500

-\$12,000 per year

-Sponsor Pays for wrap

-3 year commitment

GOLD LEVEL (20 available)

-Dasher Board Graphic

-Graphic designed by sponsor

-Dasher board graphic 8ft x 3ft visible from spectator seating

COST:
\$2,500

-\$2,000 per year

-2 year commitment

BRONZE LEVEL (40 available)

-Banner

-Graphic designed by sponsor

-Banner size 4ft x 4ft

-Banner will be hung across from spectator seating for the term of the agreement.

COST:
\$1,500

-\$1,200 per year

-2 year commitment