

NORTH SHORE

WINNETKA		WILMETTE	
SOG	0	5:44	1
SOG	5		4
PLAYER		PERIOD	12
PENALTY		1	2:00
		HAPPINESS IS A WARM BUN. 	



North Shore Ice Arena
2024-2025



"The beauty of sponsorship is that it is meaningful. It gives you the ability to connect with people through something they've already decided that they care about."

- Kim Skildum-Reid





OVERVIEW

The two large-format video scoreboards will make for incredible game-time experiences for teams and fans! It also creates an incredible opportunity for **SPONSORS** to put their business and brand in front of this dedicated community and show their support.

NSIA has 3 main hockey clubs that utilize a good portion of the ice, Wilmette, Winnetka and New Trier Hockey Clubs. It also hosts several tournaments, mens leagues and summer programs, as well as a recently leased space inside the building to GVN which trains all 3 clubs and will be training this summer many college and professional hockey players at the rink.

You can pick one of our sponsorship packages or we can *build a custom sponsorship for you*. Whatever you choose, your business will be on display for the crowds at **all games, practices, and events!**





SO MUCH MORE THAN SIGNAGE!

The best sponsorships are those done with the fan in mind. They make the game experience better for your audience. Not only will the crowd NOT want to click-to-close or fast-forward through your ad, we can make it so they'll LOVE it! Don't believe us yet? Think of the fun ways you've seen a Jumbotron used or the exciting activations you've seen at pro and college games. We can do all of those things, and *your brand can be a part of it.*



FACT OR FICTION:
The Golden Grizzlies colors
used to be black and purple

OAKLAND
UNIVERSITY
Credit Union



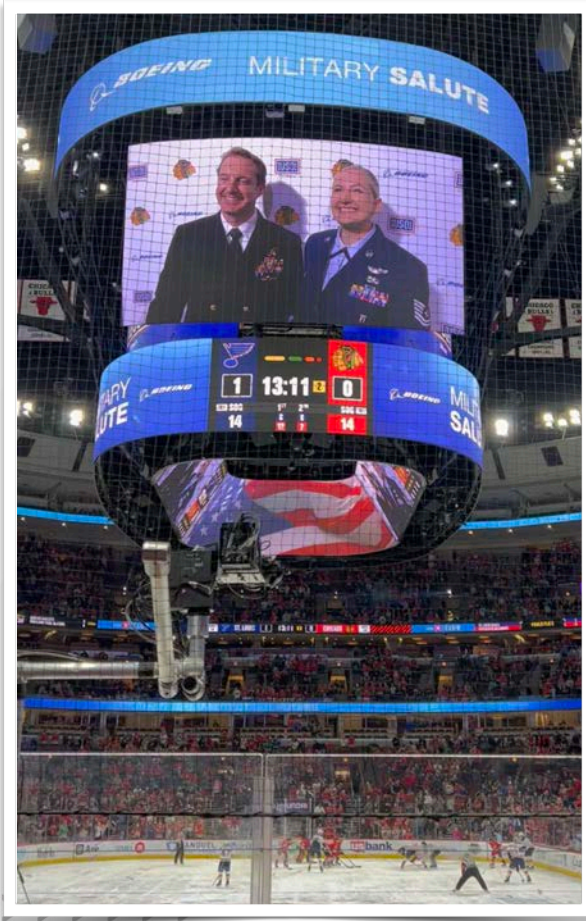
Sponsored Animations

- ▶ Hat trick!
- ▶ End of the 1st Period
- ▶ Trevs Win!
- ▶ Penalty!
- ▶ Great Save!
- ▶ Make Some Noise!
- ▶ Power Play!
- ▶ **Dozens more...**



Brand Activations

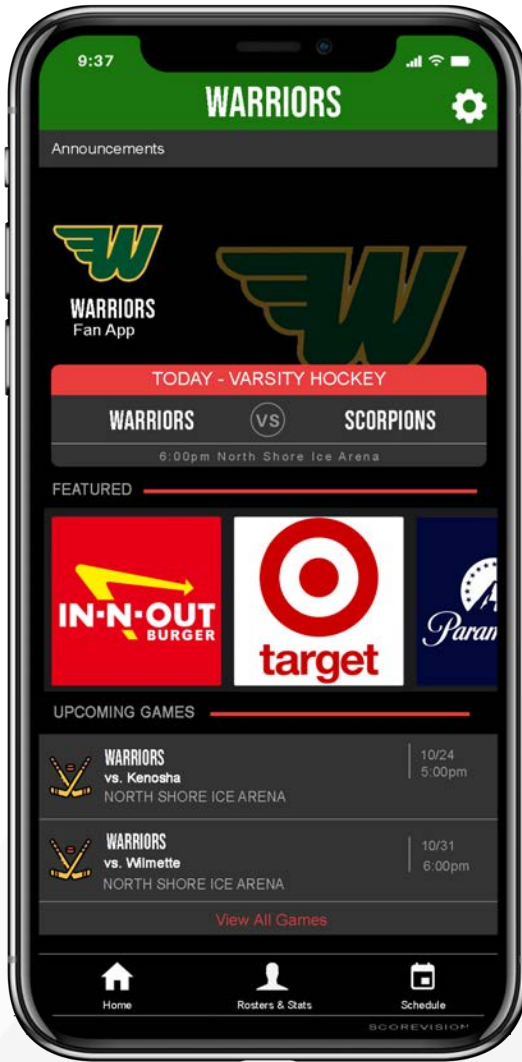
- ▶ Military Salute, Honor a coach or volunteer
- ▶ Student-Athlete of the Month
- ▶ PA Announcements
- ▶ Vendor Table
- ▶ Tee Shirt Toss, Item Giveaway
- ▶ QR code, Engage with the Crowd
- ▶ Hot dog race, trivia contest
- ▶ Static Signage
- ▶ **The only limit is our imagination!**



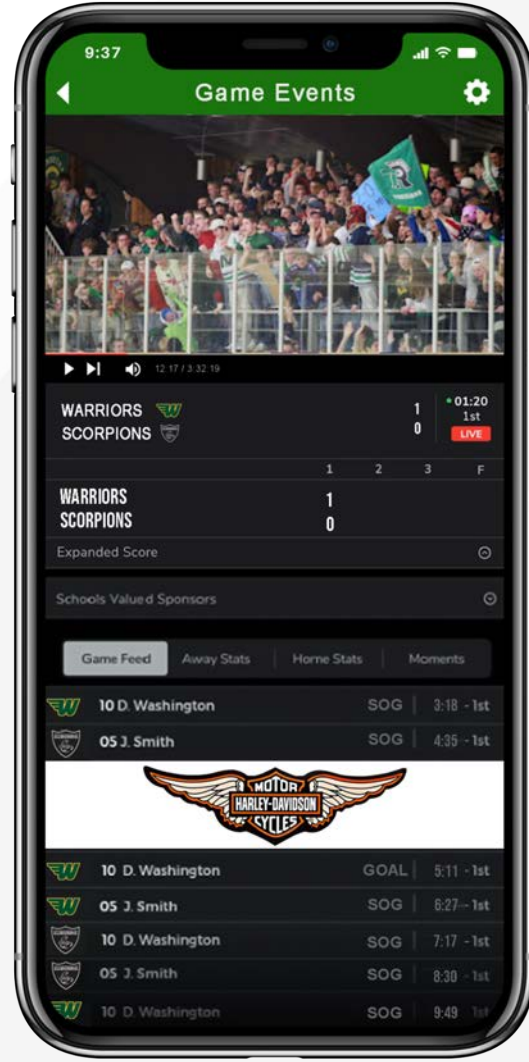


Fan App Ads

Each club will have its own Fan App, but sponsor messaging will run across all club apps. Fans get to see live score updates, game information, and sponsor advertising. Below are the Fan App ad placements in the Fan App that are noted on the Sponsor Packages page.



FAN APP FEATURE AD



FAN APP GAME FEED AD

ARTWORK SPECS:

FAN APP FEATURE AD
type: static or video
format: JPG, PNG | MP4
resolution: 500x500px
max size: 2MB | 10MB

FAN APP GAME FEED AD
type: static or video
format: JPG, PNG | MP4
resolution: 1920x300px
max size: 2MB | 10MB





Rotating Panorama Ad - INDOOR

The Panorama area is the persistent ad space that appears at **the bottom of the screen**. The ads in this space rotate in a sequence continuously throughout the game except during "countdowns" when the full-screen Cinema ads are displayed.



ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

resolution: **1920x300px @ 72 dpi**

max size: **2MB**

type: **video (no audio recommended)**

format: **MP4**

resolution: **1920x300px**

duration: **15 seconds**

max size: **15MB**

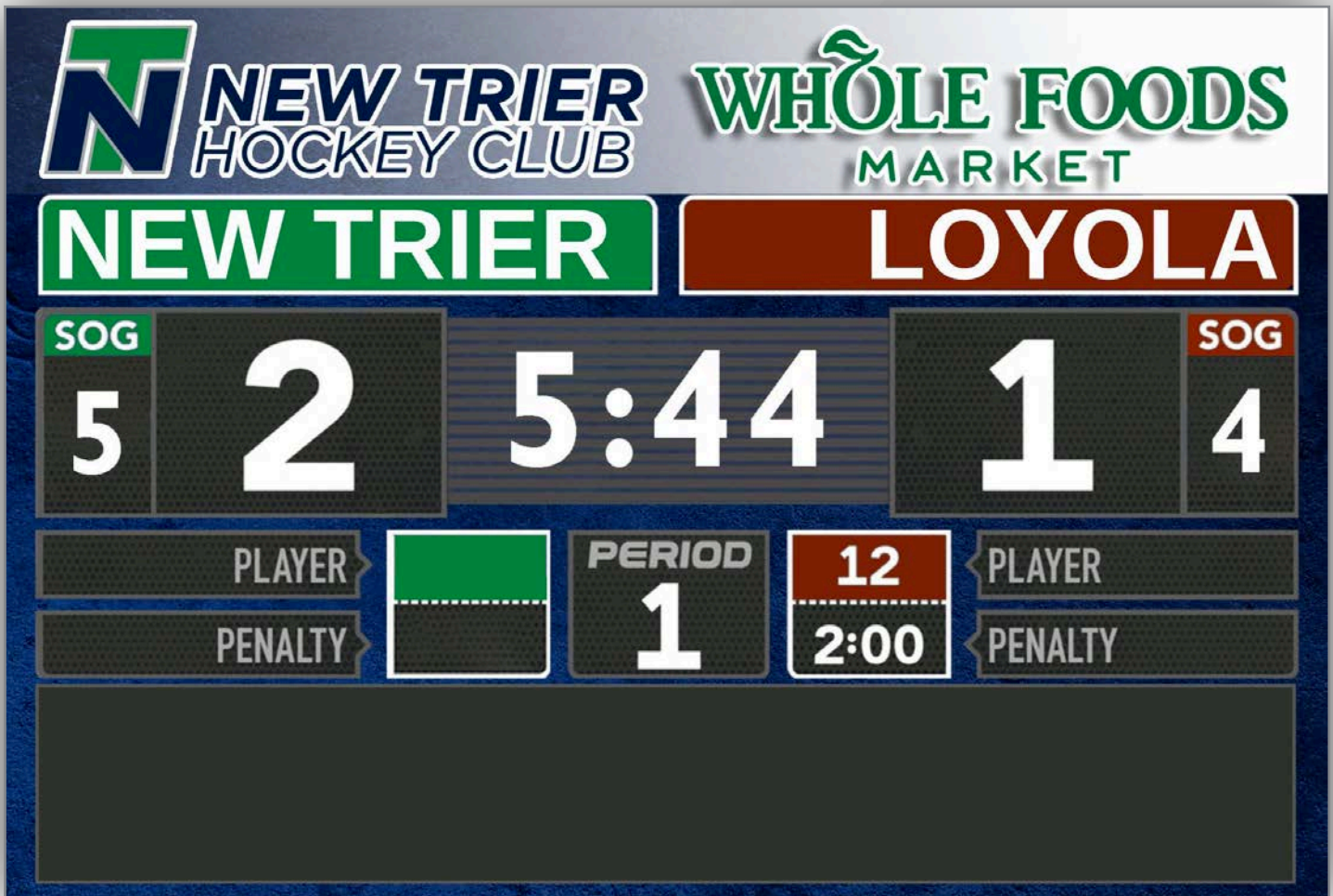




In-game Brand Wrapper

The Brand Wrapper is the backdrop (“wallpaper”) that is overlaid by the scoreboard and panorama ad space.

There’s space reserved at **the top of the display** where branding imagery can be displayed in order to personalize the system to the school or sponsor. Think of it as the branded “digital picture frame” for all the action.



ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

resolution: **dependent upon display model**

max size: **2MB**





Rotating Cinema Ad

Cinema ads are premium-sized digital banners displayed in a predefined rotating sequence during **countdown** periods: **pregame**, **timeouts** and **period breaks**. Cinema ads share the same aspect ratio as a standard wide-screen TV commercial and are offered in an impressive, large format in the center of the multimedia display.



ARTWORK SPECS:

type: **static**
format: **JPG, PNG**
resolution: **1920x1080px @ 72 dpi**
max size: **2MB**

type: **video (no audio recommended)**
format: **MP4**
resolution: **720p (1280x720px)**
duration: **15 seconds**
max size: **35MB**





Dasher Ad

Full color 8 x 3 feet graphic with protective plastic sleeve. Displayed along the boards directly across from the seating areas.



ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

Artwork ratio: **8w x 3h**

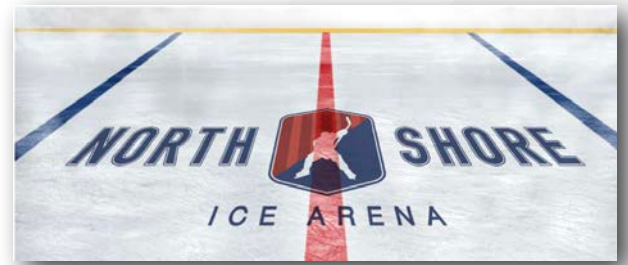
max size: **2MB**





Under Ice Logo

Full color 6' x 6' logo, prominently displayed under the ice.



ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

Artwork ratio: 500 x 500

max size: **2MB**





Ice Resurfacer (“Zamboni”) Ad Wrap

Your full color ad and/or logo on a vinyl wrap that covers the top, front, and upper sides of the ice resurfacing machine.



ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

Artwork specs: custom

max size: **2MB**

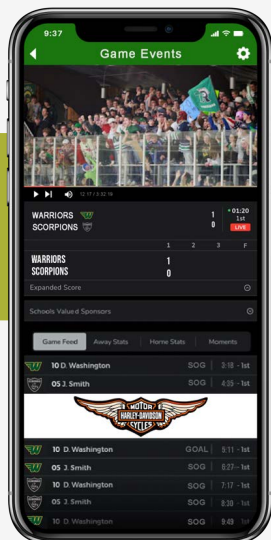
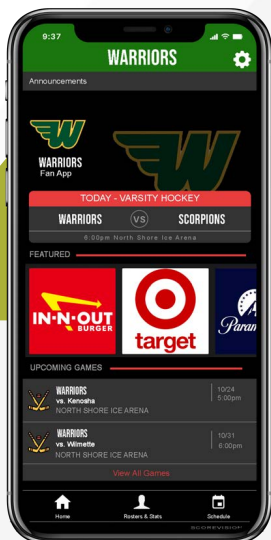




Sponsorship Packages

Choose from one of four packages below or let us build a custom package to suit the specific marketing aims of your business. Prices listed are PER YEAR and based on a 3-year term.

	4	10	15	20
	TITLE SPONSORSHIP	CHAMPION SPONSORSHIP	PREMIER SPONSORSHIP	ELITE SPONSORSHIP
Pregame Cinema Ad	✓	✓	✓	
Timeout Cinema Ad	✓	✓	✓	
Period Break Cinema Ad	✓	✓	✓	
Panorama Ad	✓	✓	✓	✓
Signature Ad	✓	✓	✓	
Brand Ad	✓	✓	✓	✓
Tile Ad				
Full-motion Video w/ Sound	✓			
Brand Wrapper	✓			
Premium Animations	UNLIMITED	ONE		
Live-event Activations	CUSTOM			
Fan App Feature Ad	✓	✓	✓	✓
Fan App Game Feed Ad	✓	✓		
Dasher Ad	✓	✓		
Under Ice logo	✓			
Ice Resurfacer Ad				
	\$25,000	\$10,000	\$5,000	\$2,500



FAN APP BONUS EXPOSURE!

These special bonus placements extend your brand to customers beyond the gym and field.

CONTACT Charlie Megan
charliemegan@gmail.com
(773) 988-3636
FOR MORE INFORMATION!





Title Sponsor Experience

Boost the impact of your sponsorship package by infusing your brand into the full experience at games throughout the year.



Vendor Table

Receive your very own vendor table (with a personalized table banner) at premier games during the season where you can deliver samples, coupons, and/or information.



"Official Sponsor" Banner

Receive a custom-designed digital banner announcing your brand as the official sponsor. It will be included in the pregame and halftime ad rotations.



Game-time Handouts

Give away branded fidget spinners, sunglasses, or other items at two premier games during the season.



PA Shoutout

Let the game announcer thank you for being the official sponsor and deliver a custom message to the crowd at each game.

