



## Arena Advertising with Friends of St. Paul Hockey...

We are a 501c3 non-profit organization that makes hockey more accessible, affordable, and attractive to every child in the East Metro by removing financial and social barriers.

We are fortunate to have a Partnership with Ramsey County Parks and Recreation that provides our organization Exclusive Marketing rights to sell and manage the advertising in all Ramsey County Ice Arenas.

Each of the four independent youth hockey associations within St. Paul benefit from our organization (Edgecumbe, Langford Park, Johnson/Como/North St. Paul, and the St. Paul Capitals in Highland). In 2018 we expanded to include contributions to the Irondale/Mounds View, Roseville, White Bear Lake, and Woodbury associations through our partnership with Ramsey County Parks & Recreation.

**1.2 million people spend 17,000 hours staring at blank walls.**



*In partnership with*



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## Arena Advertising - 2020 Pricing

Please call Matt Anderson 612.327.8543 to confirm availability and to place an order

Arena Name	Primary Use	Dasher Board	Wall Sign		Center Ice Logo	Blue Line Logos (2)	Zamboni Sign
			4' X 3'	8' X 4'			
Aldrich	Hill-Murray High School, MN Made Choice	\$1,000	\$500	\$1,000	SOLD	SOLD	SOLD
Highland North	Cretin-Derham High School, Highland High School, St. Paul Capitals Youth Hockey Association	\$1,000	\$500	\$1,000	SOLD	SOLD	Available
Highland South		\$500	\$300	\$500	SOLD	Available	
Harding	Hill-Murray High School, Woodbury Predators Youth Hockey Association	\$500	\$300	\$500	SOLD	Available	Available
Oscar Johnson	Roseville High School, Roseville Raiders Youth Hockey Association, Langford/ St. Anthony Park Youth Hockey Association	\$500	\$300	\$500	SOLD	SOLD	SOLD
Phalen	Johnson High School, Johnson/Como/North St. Paul Youth Hockey Association	\$500	\$300	\$500	SOLD	Available	Available
Pleasant	St. Paul Figure Skating Club	\$300	\$150	\$300	Available	Available	Available
Shoreview	Mounds View/Irondale Youth Hockey Association	\$500	\$300	\$500	SOLD	Available	Available
TCO Sports Garden - Rink 1	White Bear High School, White Bear Youth Hockey Association, Gentry Academy	\$1,000	\$500	\$1,000	SOLD	Available	Available
TCO Sports Garden - Rink 2	Mounds View High School, Mounds View/Irondale Youth Hockey Association, Gentry Academy				Available	Available	Available
West Side	Edgumbe Youth Association Hockey	\$500	\$250	\$500	Available	Available	Available
White Bear	Mahtomedi Youth Hockey Association, White Bear Youth Hockey Association, Gentry Academy	\$500	\$250	\$500	SOLD	Available	Available

Advertising is sold with a three-year commitment. Production costs are charged separately in the first year.

## Program Value & Benefits

- Our Program 17,000 rental hours per year -vs- Target Field = less than 1,000
- Our Program 1.2 Million+ annual attendance -vs- Twins = 2.05 million
- Tournaments with visitors from across the state and nation
- Flexibility to meet specific marketing objectives and budgets
- Outreach program benefits under-served neighborhoods
- Proceeds directly support youth hockey in your neighborhood!!



Your investment helps support the diversification of the game of hockey – to sustain and broaden our traditions –As we work to close achievement gaps through ice-related activities...  
one child at a time.