



**Claresholm**

# REQUEST FOR DECISION

Meeting: June 23, 2025

---

## ARENA ADVERTISING FEES POLICY #5.7.50 UPDATE

---

### **DESCRIPTION/BACKGROUND:**

The Arena Advertising Fee Policy #5.7.50 was last updated January 24, 2022. These fees are scheduled to be updated September 1<sup>st</sup> of each year to be in line with the Hockey season. Administration will be sending out letters to current advertisers detailing their rates for 2025-26 season in July 2025, and will contact those who have not advertised at the Claresholm Arena.

Administration has contacted towns within the region who maintain their arenas advertising, and has come up with a small comparison chart attached. Communities such as Nanton and Vulcan used the Claresholm Arena Fees as a benchmark. Others allow their Junior teams to profit from Arena Advertising.

### **DISCUSSION/OPTIONS:**

Administration recommends not raising the advertising rates for 2025-26, 2026-2027, and 2027-28. The North Wall, Neutral Zone, and outer boards all have spaces that can be sold for advertising. The goal is to retain advertisers, and sell more advertising.

- Comparisons show that communities are not pricing board advertising higher than \$500.
- Zamboni pricing is fairly standard across municipalities at \$650/ side
- Remove Opaque Advertising from Schedule, no sales
- Remove Arena Monitor advertising schedule: still no charge and user groups are featured in photos on the monitor.
- Neutral Zone Ice Logos: these on ice logos have not sold since before Covid. Recommend lowering the fee to gain interest.

### **PROPOSED RESOLUTIONS:**

Moved by Councillor \_\_\_\_\_ to adopt Policy #5.7.50, the Arena Advertising Fees Policy as presented effective June 23, 2025

### **ATTACHMENTS:**

- 1.) Arena Advertising Comparisons
- 2.) Draft Arena Advertising Policy #5.7.50

### **APPLICABLE LEGISLATION:**

- 1.) N/A

PREPARED BY: Denise Spencer, Recreation Manager

---

APPROVED BY: Abe Tinney, CAO

DATE:

---