

 Claresholm	Arena Advertising Fee Policy		Policy #5.7.50
Department Owner:	Parks & Recreation		
Policy Applies To:	Recreation Facility Rentals and Fees		
Date Created:	Aug 2018	Date Approved By Council:	
Version #:	1.1	Resolution #:	
Last Review Date:	January 24, 2022	Policy(ies) Replaced/Rescinded:	Version 1.2

Intent:

To establish a policy setting the fee schedule for advertising in the Claresholm Arena as well as other conditions including sizing, use of proceeds, and responsibilities of advertisers.

Policy:

1. Arena advertising fees shall be charged based on the attached schedule.
2. Arena advertising shall be consistent to the sizing on attached schedule.
3. Proceeds from advertising revenue will be used towards Arena upkeep & renovations as needed.
4. Advertiser is responsible for supply of advertisement materials.
5. The Town of Claresholm reserves the right to request maintenance and/or replacement of sign at the advertiser's expense.
6. The Town has the authority to decide if the advertising is appropriate for this public space and may refuse any request at their discretion

SCHEDULE A

ARENA AREA (LEVEL)	STANDARD	FEES 2025-26	FEES 2026-27	FEES 2027-28
RINK BOARD (EAST, VISIBLE TO BLEACHERS) LEVEL 1	30" x 96" DECALS	\$499 First Year \$324 After First Year	\$499 First Year \$324 After First Year	\$499 First Year \$324 After First Year
RINK BOARD (WEST, VISIBLE TO BLEACHERS) LEVEL 2	30" x 96" DECALS	\$479 First Year \$311 After First Year	\$479 First Year \$311 After First Year	\$479 First Year \$311 After First Year
NORTH WALL (ABOVE AND SIDES OF DOOR) LEVEL 3	4' x 8' BANNER Or WHITEBOARD (Zimotech, PVC Board)	\$459 First Year \$299 After First Year	\$459 First Year \$299 After First Year	\$459 First Year \$299 After First Year
RINK BOARD (SOUTH, ACROSS FROM OFFICE) LEVEL 4	30" x 96" DECALS	\$439 First Year \$286 After First Year	\$439 First Year \$286 After First Year	\$439 First Year \$286 After First Year

SCHEDULE B

ON ICE LOGOS	STANDARD	FEES 2025-26	FEES 2026-27	FEES 2027-28
NEUTRAL ZONE LEVEL 5 (4 available)	4' X 4' Image	\$300 – 1 logo \$600 – 2 Logo	\$300 – 1 logo \$600 – 2 Logo	\$300 – 1 logo \$600 – 2 Logo

SCHEDULE C

ICE RESURFACER	STANDARD	FEES 2025-26	FEES 2026-27	FEES 2027-28
PER PANEL (2 available-1 per side)	1.5' X 3'	\$650/side	\$650/side	\$650/side

SCHEDULE D

