

This could
be your
advertising
space



Sponsorship and marketing opportunity

**Sydney Arrows Ice Racing Club
at Canterbury Olympic Skating Rink
Phillip Street, Canterbury
Contact: Janet Taylor (Secretary) 0415 800 653**



The Sydney Arrows Ice Racing Club has identified an opportunity for you to sponsor the club while giving your company exposure to the many people who will be at the rink during Australian, State and Club competitions.

For \$500, the opportunity is, for one year, with the option to renew:

1. An **advertisement** on one of the protective safety mats that are placed around the inner rink barrier. It will be seen by the general public during all Arrows training and competitions.

The advertisement (1.8 x 1 metre) attached to the safety mat, to be paid for and supplied by you. See last page for specifications and potential suppliers.

As well, with or without the safety mat advertisement:

2. **Web site display** of your company name or logo, a 50 word description plus a link to your organisation's web site from the Arrows web site: www.sydneyarrows.com
3. **Your logo** on all club newsletters, calendars or racing programs recognising that your organisation is a sponsor of the Arrows.

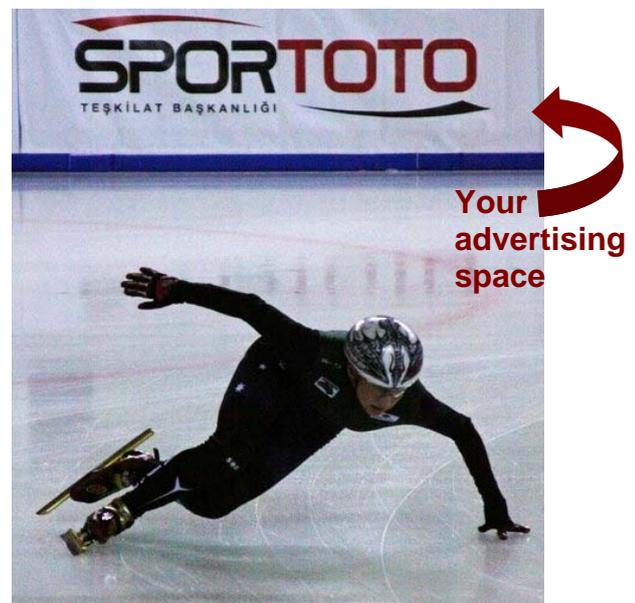
Sponsorship and Marketing opportunity

If you accept our offer, the Arrows club will:

- Display the safety mat with your advertisement around the inside of the rink at each club training session and for each racing competition held at the Canterbury Olympic Ice Rink.
- Display your 50 word description and company logo on the Arrows web site.
- Include your logo or company name on all Arrows newsletters, calendars & racing programs.
- This display will start from receipt of your \$500 sponsorship payment and your advertisement becoming available. It will continue for twelve months from that date. Prior to expiry, the Arrows club secretary will contact you with the offer of a renewal for a further 12 months.

The rink management and the Arrows club reserves the right to refuse any words or advertising that may cause offence.

To apply for this marketing opportunity, contact our secretary, Janet Taylor on 0415 800 653 or janet.taylor@lansa.com.au.



This opportunity is available right now and will be open to only a limited number of advertisers.



Sydney Arrows Ice Racing Club,
Canterbury Olympic Ice Rink,
Phillips Street
Canterbury

Thursday, 16 June 2011

To whom it may concern

The Sydney Arrows Ice Racing Club is the home speed skating club of the Canterbury Olympic Ice Skating Rink. Our club members range from young children to adults drawn from Canterbury and surrounding areas.

Speed skating, or more precisely, short track ice speed skating, is a unique and exciting sport in which Australians have succeeded at the highest levels of international competition. The Men's Relay Team were the first Australian Winter Olympians to win a medal at a Winter Olympics—the 1994 Lillehammer Olympic Games. Three medals were won at World Championships from 1991 to 1995. These were followed by Stephen Bradbury's gold medal at the Salt Lake Games in 2002.

We are proud to say that three of these skaters, including Stephen Bradbury, began their skating careers at Canterbury. Maggie Holland, former Olympic coach, and current Arrows club trainer, was the coach during that successful period between 1991 to 1995.

The club is currently seeking to raise funds to purchase a Radius Sharpening machine at an approximate cost of \$3000. A skater needs a radius on their skates to maintain consistent corners on the 111m short track. Radiusing skates can take many hours if done by hand and is not always reliable. Having our own machine at our rink will save time and money and guarantee a reliable radius for competitors and recreational skaters.

When you become a sponsor of the Sydney Arrows Ice Racing Club you will become a partner in an exciting and vibrant sport.

Kurt Hill
Sydney Arrows Ice Racing Club President.





Advertisement specifications

- Advertisement to be on PVC and be 1800mms x 1000mms in size.
- Advertisement to be printed directly on to the PVC.
- A strip of Velcro (hook side) 15-20mm wide to be attached all around the edge of the PVC.

Recommendations

For maximum impact and visibility:

- Keep words to a minimum
- Use a sans serif font (such as Arial or Helvetica).
- Limit the number of colours and be aware that the existing safety mats are dark blue.
- Keep diagrams simple.

Suggested suppliers

Eagle Canvas Pty Ltd
39 Barry Avenue, Mortdale

Phone: 02 9533 4011

or

Hardy Displays
Unit 44 / 65-75 Captain Cook Drive
Caringbah 2229

Phone 02 9525 6500

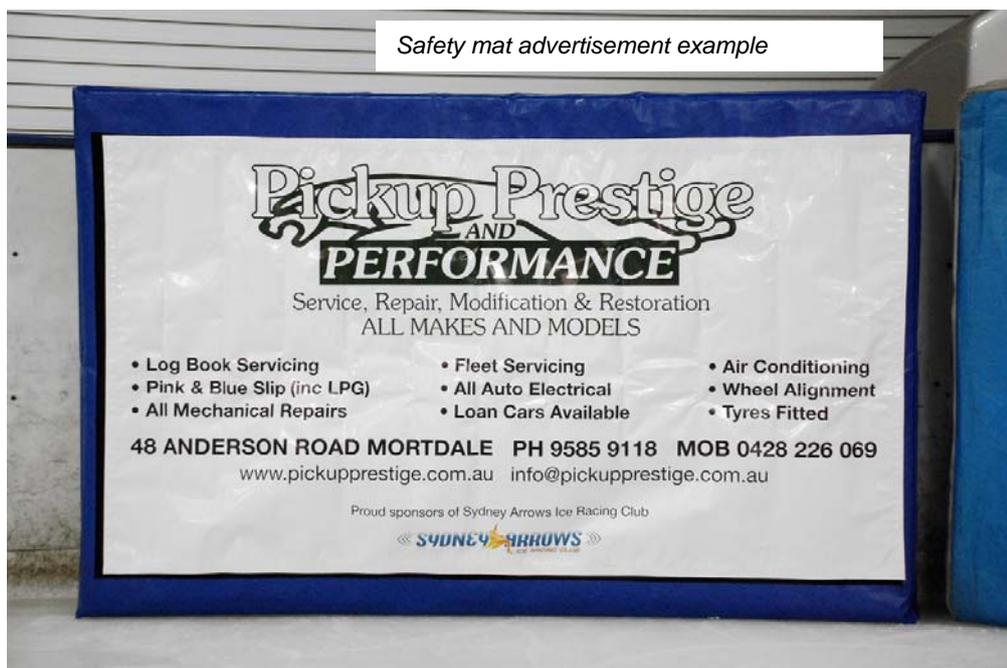
Your approximate advertising costs

\$150 for the PVC with printed advertisement from a supplied graphic. Can be black and white or colour.

Price depends on a suitable graphic being supplied.

Graphic requirement is CMYK in PDF format in actual size with a 10mm bleed on all sides.

Our suggested suppliers can assist with this.



Safety mat advertisement example

If you need assistance organising the advertisement, we can help you.