



GANDER COMMUNITY CENTRE



Commercial Sign Advertising Agreement

Town of Gander Gander Community Centre

Advertising Contract Rider

The Gander Community Centre would like to inform its current advertising clients that the following provision will be included with all advertising agreements at the facility:

"Due to certain conditions or agreements with rental groups, the advertising units (signage) may have to be covered for a specific period of time".

As experienced over the past two (2) years, the Centre has hosted a number of major events ie. World Curling Tour, Canadian Ladies National Hockey Team and trade and exhibition shows. Specific ad and sponsorship clauses are generally dealt with for these types of events.

The Centre will try to minimize the number of times that these conditions are required as well as protect the property of our clients from any damage. Also, included is a list of special events that the Centre has played host too over the past two (2) years.

We also maintain that your advertising objectives are met with the large volume of patrons that visit our facility on a regular basis.

If you have any questions, please feel free to contact my office at your convenience.

Sincerely,

TOWN OF GANDER



Kevin G. Waterman
Recreation Director

KGW:cs

Encl.



January 10, 2005

Dear Advertising Patron:

The Town of Gander, in conjunction with the Gander Community Centre, is very pleased to present to the business community of Gander and the Province its new **Advertising Rates Schedule**. This package includes the new rates, information on the Community Centre and its very busy and diverse calendar of events schedule for the 2005 season. The Centre provides a number of advertising options to today's progressive business.

This package provides something for everybody to meet their advertising needs in 2005 and beyond. Please contact the undersigned if you have any questions and we look forward to discussing your particular advertising requirements.

'Let Us Advertise for You in 2005'

Sincerely,

Town Council of Gander

KEVIN G. WATERMAN
Director
Dept. of Parks, Recreation & Tourism

KGW:bf



Gander Community Centre

Advertising Categories/Rate Schedule

Categories	1 Yr	2 Yrs	3 Yrs	Total	Previous Years
Rink/Dasher Boards (3' x 8')	\$1,200	\$1,200	\$1,200	\$3,600	\$6,000
Players Benches (Home/Visitors) (2' x 16')	\$1,000	\$1,000	\$1,000	\$3,000	\$6,000
Billboards (3' x 8') ⁺	\$400	\$400	\$400	\$1,200	\$1,500
On Ice Logo: (new category)	\$1,200	\$1,200	\$1,200	\$3,600	N/A
Zamboni - Ice Resurfacer - one side - both sides	\$2,200 \$4,000	\$2,200 \$4,000	\$2,200 \$4,000	\$6,600 \$12,000	\$7,500 \$15,000
Hallways/Passageways/Stairways/Sidewalls (to be determined re size/design)	\$16.66/ft ²	\$16.66/ft ²	\$16.66/ft ²	\$16.66/ft ² x 3	\$ /ft ²
Track Area - Level II (4' x 8') ⁺	\$16.66/ft ²	\$16.66/ft ²	\$16.66/ft ²	\$16.66/ft ² x 3	\$ /ft ²

*****Note: All rates above do not include H.S.T.*****

“Be Creative - Lets Hear Your Idea”

Reasons for advertising with Gander Community Centre

- Produce leads
- Educate prospects about the benefits you offer
- Expand into new markets
- Influence the people who influence others (trend-setters)
- Make your name known to people who have never heard of you
- Pre-sell your offering
- Expand upon a public relations story
- Tell the story of your company
- Add authority to your message (people equate advertising with success)
- Build your identity
- Build confidence in your product/service
- Dispel an ugly rumor
- Keep your name in the forefront of your customers' minds
- Head off competitors
- Go after competitors' business
- Prove your quality with success stories
- Assert your leadership
- Maintain a constant public presence
- Announce the existence of your product/service
- Gain credibility
- Become a brand name
- Establish a niche
- Highlight testimonials from satisfied customers
- Test something
- Create a desire to buy
- Make sales
- Obtain names for your prospect or customer mailing list
- Inform many people at the same time
- Engage in research by studying the profiles of respondents
- Prove your superiority
- ... *to earn a profit*