



## Banner Advertising Opportunity, 2012-13

# The 50th Anniversary of the Ice Chalet

Knoxville, Tennessee

NAME: \_\_\_\_\_ Contact person: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ PHONE: (\_\_\_\_) \_\_\_\_\_  
CITY/STATE/ZIP: \_\_\_\_\_  
E-MAIL ADDRESS: \_\_\_\_\_

### BANNER ADVERTISING RATES

- |                          |   |                 |  |
|--------------------------|---|-----------------|--|
| <input type="checkbox"/> | Display Banner Entire Season (9 months)     | \$ 600.00       | (Save 20% over quarterly option)   |
| <input type="checkbox"/> | Display Banner for Three Months (quarterly) | \$ 250.00       | (Save 15% over monthly option)   |
| <input type="checkbox"/> | Display Banner Monthly                      | \$ 100.00       |  |
| <input type="checkbox"/> | In-Kind Prize Donation                      | Value: \$ _____ | Banner will be displayed for a period of time equivalent to the value of the donation. |

### DETAILS:

- ◆ Banners are hung above the skating surface of the Ice Chalet's skating rink and are visible from the lobby as well as the spectator stands and the ice itself.
- ◆ Public session attendance:

Summer (June - early August 2011)	2,094 plus*
Fall (mid-August - mid-December 2011)	6,595 plus*
Holiday Season (mid-December - early January)	6,522 plus*
Winter Season (mid-January - March 2012)	6,910 plus*
Total attendance, 2011-12 season =	22,121 plus*

*\*Skater numbers, only; Plus parents, grandparents, siblings, friends, etc. Also does not include birthday party attendees, skating school students, and other special event audience members.*
- ◆ Clientele of the Ice Chalet: Families with children of all ages, skaters 3 years and up  
Teenagers -- both girls and boys  
College-age students -- male and female
- ◆ Geographic distribution: All areas of Knoxville and surrounding counties, plus visitors from throughout the Southeast, Ohio, and other nearby states during holiday season, special events & competitions
- ◆ Please note: Banners will be removed for one week during "Nutcracker On Ice" in early December.
- ◆ During our 50th Anniversary year, banner advertisers will also be listed as "Sponsors"
- ◆ Advertisers are welcome to supply discount coupons or other advertising information that will be available to visitors at our main entrance.
- ◆ Prizes will be awarded at our kick-off celebration as well as monthly during our 50th year.
- ◆ Specifications: Banner should be outdoor quality with grommets; maximum 10' wide X 4' high

Please make your check payable to "Ice Chalet"

Information: 865/588-1858

Fax: 865/588-7509

icechalet@bellsouth.net

www.chaleticerinks.com

Send to:

Ice Chalet

P.O. Box 10668

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