



City of Brantford Arena Advertising

Advertise your business or organization in the Tournament Capitol of Ontario.

The City of Brantford's Wayne Gretzky Sports Centre and Lions Park Arena host residents and visitors annually for tournaments, figure skating, hockey and lacrosse games, trade shows and more, ranging from local events to regional, provincial and international events.

Community arenas are a great way to brand your business or organization and get your messaging out to the public.

Advertising opportunities include rink boards, ice-resurfacers wrapping, score clocks, in-ice advertising and naming opportunities.

The cost of ad design, production costs, and HST is not included.

Brantford.ca/ArenaAdvertising





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Wayne Gretzky Sports Centre 254 North Park Street

The primary sports and leisure facility of Brantford for over 55 years!

The arenas are open year-round and is also the home of the Jr. B Brantford Titans, Brantford 99ers, Brantford Ice Cats, Brant Figure Skating Club, lacrosse teams, trade shows and much more!

Rink 1 Advertising

The main arena seats 1,200 spectators, features a second-floor track, press box and licensed restaurant overlooking the ice rink.

Rink Board 3'x8' ad: \$2,500

Second ad: \$2,000

Rink 2, 3 and 4 Advertising

Each rink provides seating for up to 300 spectators. Rink 2 features a viewing gallery from Rink 1.

Rink Board 3'x8' ad: \$1,000

Second ad: \$800

Receive a discounted rate when purchasing multiple ads.

Lions Park Arena 20 Edge Street

Open from October to March for Public Skating, tournaments, and rentals and is used by several hockey and figure skating clubs.

Rink Board 3'x8' ad: \$250

Purchase an ad at the Wayne Gretzky Sports Centre and get a discounted rate to place an ad at Lions Park Arena.

Ice-resurfacers Advertising

Advertise your business or organization on our state-of-the-art electric ice-resurfacers.

The following rates do not include the cost to wrap the machine.

Wayne Gretzky Sports Centre: \$6,000/year
(minimum 3-year term)

Lions Park Arena: \$2,500/year
(minimum 3-year term)

In-Ice Logo Advertising

Wayne Gretzky Sports Centre: \$1,200/year
Lions Park: \$500/year

Score Clock Advertising

Wayne Gretzky Sports Centre: \$1,500/year
Lions Park Score Clock: \$500/year

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