



# SPONSORSHIP OPPORTUNITIES



**SPONSORSHIP SALES REPRESENTATIVE**  
**A PARTNER OF THE GRAND FORKS PARK DISTRICT**

**ICON**  
SPORTS MARKETING

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## A MESSAGE FROM THE GRAND FORKS PARK DISTRICT

On behalf of the Grand Forks Park District, I am pleased to present our sponsorship packet. The goal of our sponsorship sales is to generate revenue that will help maintain our great facilities and enhance our supporting programs for citizens of the Grand Forks community.

### ***Our Partnership with ICON Sports Marketing:***

*ICON Sports Marketing is a nationally recognized firm with experience in digital and technology integration solutions in athletic and recreation facilities. The Grand Forks Park District has partnered with ICON Sports Marketing to represent them in advertising and sponsorship securement within parks and facilities owned and operated by the Grand Forks Park District. ICON Sports Marketing is providing all equipment, signage, installation, solicitation, contract securement and maintenance. Proceeds that the Park District receives will go back into enhancing and maintaining parks and facilities (i.e. playgrounds, fitness equipment, and more).*

The Park District has long been embraced by our community. Most recently, we are grateful for the generous contributions that have allowed us to build Choice Health & Fitness, ICON Sports Center and Scheels Sports Complex. Our facilities and our programs are considered among the best in the region.

With continued growth of the Park District through added facilities and an exponential increase in participation within our programs, we have decided to streamline the process of our corporate marketing. In doing so, we felt it was in the best interest of the Park District to partner with ICON, a firm with national expertise in sports and recreational marketing.

What does this mean for our YOU, our marketing and sponsorship partners? We will...

- Develop a model that will enhance the recognition and image of our sponsors
- Eliminate “duplicate” asks for our sponsors
- Create sponsorship opportunities that deliver effective messages for the investment
- Provide sponsors the ability to choose their participation level

Thank you in advance for your consideration. We look forward to continuing to serve the citizens of our community.

### **Bill Palmiscno**

Bill Palmiscno | Executive Director of the Grand Forks Park District

1060 - 47th Ave. south  
P.O. Box 12429  
Grand Forks, ND 58208  
p 701.746.2750





# BASEBALL / SOFTBALL FIELDS

## FENCE BILLBOARDS



## RATES & FIELDS

### COLLEGE, HIGH SCHOOL & YOUTH BASEBALL / SOFTBALL

#### APOLLO COMPLEX / KRAFT FIELD

##### DIAMONDS 1 & 2

- Red River and Central High School Fast Pitch Softball
- Park District Youth Baseball and Softball - Ages 5 thru 14
- Grand Forks Youth Baseball Association - 13 and Under

##### DIAMONDS 4, 5, & KRAFT (6)

- Grand Forks Youth Baseball Association - 13 and Up
- American Legion Baseball
- Red River and Central High School Baseball

Fence Banner - Kraft Field \$700 /year  
 Fence Banner \$500 /year

#### STREET FACING BANNERS

17th and Columbia (Apollo Sports Complex) \$800/year  
 King's Walk Driveway (Ulland Field) \$600 /year

### YOUTH BASEBALL

#### SCHEELS SPORTS COMPLEX

- Grand Forks Youth Baseball Association - 12 & Under
- Tournaments & Championships
- Babe Ruth Baseball
- Cal Ripkin Baseball

Fence Banner - Diamonds 1 - 4 /per field \$500 /year

### REC LEAGUE / ADULT SOFTBALL

#### ULLAND SPORTS COMPLEX

- Slow Pitch Softball (Men's, Women's, and Coed)
- 4 major tournaments with over 225 teams across North Dakota
- ~4,000 weekly visitors & 120 teams/week in slow-pitch league

Fence Banner - 2 & 3 \$600 /year  
 Fence Banner - 4 - 6 & 11 - 14 \$500 /year  
 Fence Banner **Double-sided** 1, 7, 8, 9, 10, 15, 16 \$600 /year

## SPECIFICATIONS & INFORMATION

• Sponsors have the first (3 year) marketing rights with first right of refusal for a second (3 year) term for sponsorship.

• Agreements for marketing rights will be with the Grand Forks Park District. First payment is due upon execution of agreement and annually thereafter unless otherwise specified. A 10% discount will be offered for prepayment of all three years where applicable.



**Fence Banner Size:**  
 5 1/2 ft. H x 10 ft. W

**Full Color Print  
 Vinyl Banner Material**



# GOLF HOLE SPONSORSHIPS MEMBERSHIPS INCLUDED

## KING'S WALK GOLF COURSE | LINCOLN GOLF COURSE

### KING'S WALK GOLF COURSE

**30,000+ Rounds & 30+ Events Annually**

*Get in front of out-of-town tourists, local golfers, and Canadians by sponsoring a hole at King's Walk.*

Enjoy the natural prairie setting and immerse yourself in the same atmosphere found at the great links courses of Scotland and Ireland at King's Walk. Every round played at this Arnold Palmer designed course promises to be an exceptional one.

#### SPONSORSHIP RATE & DETAILS

**Hole Sponsorship \$2,525/year**, Includes the following:

##### COURSE & CLUBHOUSE SIGNAGE

- Sponsor logo on plaque located next to tee box sign on the course
- Sponsor logo displayed on golf course website
- Sponsor logo displayed on sponsor plaque in clubhouse
- Logo & digital advertisement on clubhouse TV in Eagle's Crest

##### SEASON MEMBERSHIP OR 25 PASSES

Choice of one of the following: Golf Course Membership (\$1,025 value) OR 25 (18-hole) passes (\$1,125 value; \$45 value per pass)

##### ADDITIONAL DISCOUNT MEMBERSHIPS

50% off your 2nd Membership; 25% off all additional Memberships

### LINCOLN GOLF COURSE

**Historic & Scenic Course | Est.1909**

*Reach local golfers of all ages, Canadians, and families by sponsoring a hole at Lincoln Golf Course.*

Established in 1909, Lincoln Golf Course is one of the oldest golf facilities in North Dakota. It is a beautiful par 35 course with a scenic 9-hole course, and a short-distance 9-hole kids' course, designed to encourage children to play golf. It is an ideal course for the whole family and golfers of all ages and skill levels.

#### SPONSORSHIP RATE & DETAILS

**Hole Sponsorship \$1,095 /year**, Includes the following:

##### COURSE & CLUBHOUSE SIGNAGE

- Sponsor logo on plaque located next to tee box sign on the course
- Sponsor logo displayed on golf course website

##### SEASON MEMBERSHIP OR 25 PASSES

Choice of one of the following: Golf Course Membership (\$395 value) OR 25 (9-hole) passes (\$450 value; \$18 value per pass)

##### ADDITIONAL DISCOUNT MEMBERSHIPS

50% off your 2nd Membership; 25% off all additional Memberships



## SPECIFICATIONS & INFORMATION



- Sponsors have the first (3 year) marketing rights with first right of refusal for a second (3 year) term for the sponsorship.
- One time sponsorship artwork is provided.
- Agreements for marketing rights will be with the Grand Forks Park District. First payment is due upon execution of agreement and annually thereafter unless otherwise specified. A 10% discount will be offered for prepayment of all three years where applicable.

#### Golf Hole Cast Iron Plaque Sizes

KING'S WALK GOLF COURSE	8 in. H x 10 in. W
LINCOLN GOLF COURSE	8 in. H x 10 in. W





# HOCKEY & FIGURE SKATING ABOVE-ICE ARENA BILLBOARDS

## RATES & RINKS

### HIGH SCHOOL HOCKEY PURPUR & GAMBUCCI ARENAS

Arena Billboards in Both Rinks (3 ft. x 5 ft.) \$1,650/year

**PURPUR ARENA** (Central Games & Some RR Games)  
Arena Billboard Both Sides (3 ft. x 5 ft.) \$1,250 /year

**GAMBUCCI ARENA** (Central Practice & Some Youth Hockey)  
Arena Billboard (3 ft. x 5 ft.) \$600 /year

### EAGLES & BLUE LINE CLUB ARENAS

Arena Billboards in Both Rinks (4 ft. x 6 ft.) \$1,000/year

**EAGLES ARENA** (RR & Knights Games, Figure Skating & PD Programs)  
Arena Billboard (4 ft. x 6 ft.) \$700 /year

**BLUE LINE CLUB ARENA** (RR & Knights Practice, PD Programs)  
Arena Billboard (4 ft. x 6 ft.) \$500 /year

### PURPUR & EAGLES ARENAS

Arena Billboards in Both Rinks \$1,750/year

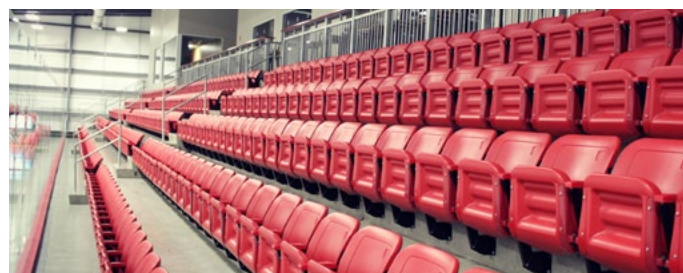
## REGIONAL/NATIONAL TOURNAMENTS

### ICON SPORTS CENTER | RYDELL & JUDD

Arena Billboards in Both Rinks (4 ft. x 6 ft.) \$2,400/year

**RYDELL ARENA** (Youth Hockey Games & Practices)  
Arena Billboard (4 ft. x 6 ft.) \$1,300 /year

**JUDD ARENA** (Youth Hockey Games & Practices)  
Arena Billboard (4 ft. x 6 ft.) \$1,300 /year



## SPECIFICATIONS & INFORMATION

- Sponsors have the first (3 year) marketing rights with first right of refusal for a second (3 year) term for sponsorship.
- Agreements for marketing rights will be with the Grand Forks Park District. First payment is due upon execution of agreement and annually thereafter unless otherwise specified. A 10% discount will be offered for prepayment of all three years where applicable.

### Above-Ice Arena Billboard Sizes

EAGLES / BLUE LINE	4 ft. H x 6 ft. W
PURPUR / GAMBUCCI	3 ft. H x 5 ft. W
ICON SPORTS CENTER	4 ft. H x 6 ft. W



# YOUTH HOCKEY GAMES IN ICON SPORTS CENTER ARENAS LIVE STREAMING ONLINE CAMERA

## CAN'T MAKE IT TO THE RINK?

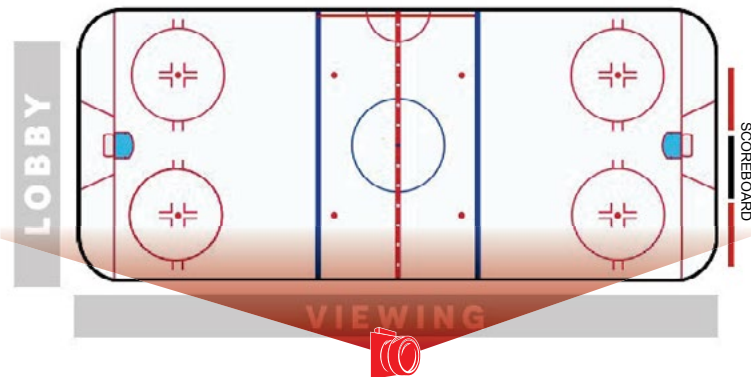
Fans that can't make it to the rink this winter can now watch online! This season the Grand Forks Park District is broadcasting all youth hockey games playing at the ICON Sports Center live at [iconhockeycam.com](http://iconhockeycam.com).

This online webcam is making a huge impact on youth hockey in our area by allowing players, parents and fans to catch all the action on the rink without being at the arena. Teams traveling in from out of town are able to stay in tune to tournament action as they visit our local restaurants, shops and hotels.

This also helps the Grand Forks Youth Hockey Organization continue to deliver world class hockey tournaments while seeking to attract and retain teams all across the Midwest to come to our area.

### FEATURES

- Streaming Live on All Digital-Capable Devices, such as Phones, Tablets, Computers
- High Def. Camera with Wide-Range View of Each Rink
- Free Public Access Viewing of Games without the need for User Names or Passwords



## RATES

### HOCKEY CAM SPONSORSHIP

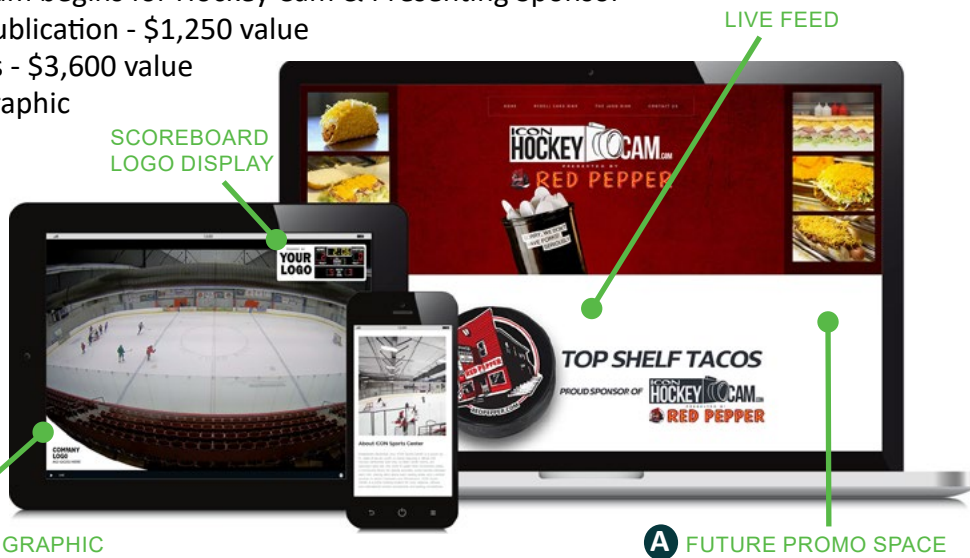
- On site 8'x2' signage in each rink promoting Hockey Cam
- **A** Customizable Promo space beside feed directing traffic to your website
- 30 sec. pre-roll video ad before stream begins for Hockey Cam & Presenting Sponsor
- 1 free 1/3 Page Activity Guide Per Publication - \$1,250 value
- 2 free Choice Digital Advertisements - \$3,600 value
- Sponsor Logo within Hockey Cam Graphic
- **B** Static graphic in live feed

• Agreements for marketing rights will be with the Park District. First payment is due upon execution of agreement.

**SPONSORSHIP TOTAL: \$10,000**

### PRESENTING SPONSORSHIP

- Sponsor logo within official webcam logo
- Featured promo space above feed directing traffic to your website
- 30-60 sec. static flipper graphic (white triangle in bottom left) in live feed
- On site 8' x 2' signage in each rink promoting Hockey Cam







# CHOICE HEALTH & FITNESS YEAR-ROUND DIGITAL BILLBOARD

## GET NOTICED BY THE COMMUNITY.

- Within the community, Choice Health & Fitness receives approximately **80,000 MONTHLY VISITS** from its 14,000+ local members, out-of-town guests attending local tournaments, and local visitors
- High-Traffic Location: Large 15' x 15' LED Billboard located in busy area; walkway into fitness club and main entrance
- Change your Ad Monthly: Optional advertisement artwork updated each month
- 15 sec. Ad shown roughly 12 times each hour
- Design of advertisement included

## RATES

### STANDARD ROTATION

*Ad Included in Every Rotation; ~12x/hour  
(Ad Shown ~42,840 times within a month)*

1-3 Months	\$200/month
6-11 Months	\$167/month (17% Off)
12 Months	\$150/month (25% Off)

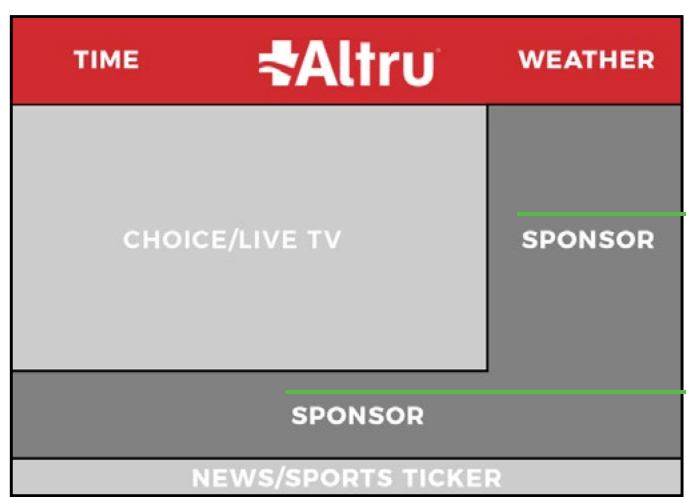
### VALUE ROTATION

*Ad Included in Every 4th Rotation; ~3x/hour  
(Ad Shown ~10,710 times within a month)*

1-3 Months	\$140/month
6-11 Months	\$130/month (7% Off)
12 Months	\$120/month (15% Off)



## SPECIFICATIONS



**FULL AD (L-DESIGN)**  
840px W x 440px H

**VERTICAL PANEL**  
Pixel File: 246px W x 336px H  
Actual Size: 1.64 in. W x 2.24 in. H

**HORIZONTAL PANEL**  
Pixel File: 840px W x 106px H  
Actual Size: 5.6 in. W x .70 in. H

## SAMPLE DESIGNS



# ACTIVITY GUIDE PUBLICATION

## MAILED 2X ANNUALLY TO 29,000 HOME

### REACH YOUR CUSTOMERS WHILE ESTABLISHING A POSITIVE, COMMUNITY-SUPPORTING BRAND IMAGE.

Published bi-annually, over 60,000+ copies of the GF Parks Activity Guide are printed annually (30,000+ copies per publication) and distributed to over 29,000 Grand Forks and GF Air Force Base households every April and August.

With 90% of Grand Forks residents using Park District facilities and 75% of residents using the Activity Guide as a primary source of youth, adult and senior programs and community events offered by the Park District and its affiliated organizations, the Activity Guide serves as an influential advertising tool for businesses.\*

\*Research results found through an independent survey in 2014 by Heller & Heller Consulting.



## RATES

The following rates are based on the number of Activity Guide publications you advertise in. The more guides/years you choose, the lower the rate per advertisement.

Ad Size Options	1 Mailing	1 Year	2 Years	3 Years
		(2 Mailings)	(4 Mailings)	(6 Mailings)
Outside Back Cover 1/2 Page	\$1,825	\$1,600	\$1,400	\$1,225
Outside Back Cover 1/4 Page	\$1,125	\$1,050	\$925	\$850
1/3 Page Feature Ad	\$625	\$550	\$450	\$400
1/4 Page Ad	\$425	\$395	\$325	\$300
Business Card / 1/8 Page Ad	\$325	\$295	\$250	\$225

## DEADLINES

### SPRING & SUMMER ACTIVITY GUIDE

- Regular Ads** Space Reserved by: February 1  
Print-Ready Ads Due: March 1
- Feature Ads** Space Reserved by: January 1  
All images, content, logos submitted by: February 1

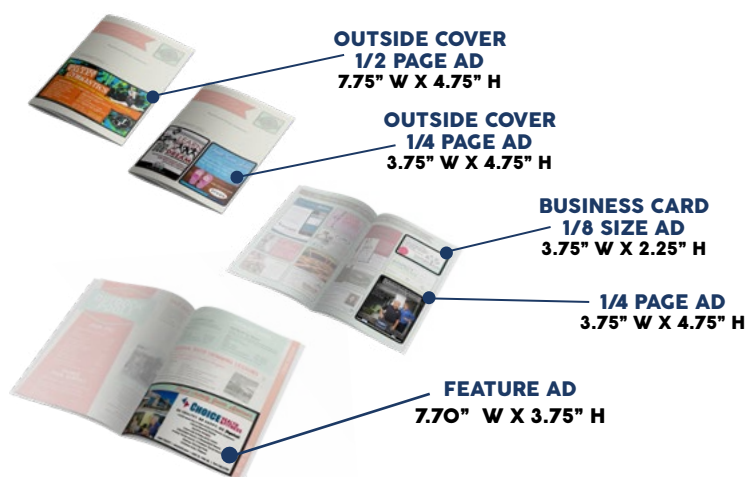
### FALL & WINTER ACTIVITY GUIDE

- Regular Ads** Space Reserved by: June 1  
Print-Ready Ads Due: July 1
- Feature Ads** Space Reserved by: May 1  
All images, content, logos submitted by: June 1

With the exception of **Feature ads**, all ads must be fully designed to the specifications above and submitted for placement in the Guide. IF you need an ad designed, ICON Sports Marketing can design one for you. All ads are FULL COLOR.

### ARTWORK, IMAGES, & COPY SUBMISSIONS

Digital files (2MB and under) of your ad artwork should be submitted to your ICON Sports Marketing Sales Representative.



## FEATURE AD INFO

Our feature ads are available in various "feature sections" throughout the Activity Guide and they are sold on a first come, first serve basis. Please select a section for each publication.

### SPRING / SUMMER GUIDE\$

- Get Active GF | Races Around Town
- Track
- Basketball
- Volleyball

### FALL / WINTER GUIDE

- Winter Indoor & Outdoor Fun
- Get Active GF | Races Around Town
- Adult Hockey
- Youth Tennis

In order to maintain a consistent look throughout the Guide, feature ads will be designed for you (at no additional cost.) Please submit the following content to be included in your feature ad.

**1-3 Images:** Must be high resolution (300 dpi) digital format.

**Copy:** 100 words or less (Preferred in Microsoft Word format)

**Logo:** Please submit 1 logo (Illustrator vector art or eps preferred but we will accept 300 dpi jpgs, tiffs, or photoshop files.)



# COMMUNITY SPONSORSHIP

MASS AUDIENCE \ YEAR-ROUND



## FITNESS & HEALTH

### CHOICE HEALTH & FITNESS INDOOR DIGITAL BILLBOARD AD

#### STANDARD ROTATION

Ad Included in Every Rotation; ~12x/hour  
(Ad Shown ~42,840 times within a month)

1-3 Months	\$200/month
6-11 Months	\$167/month (17% Off)
12 Months	\$150/month (25% Off)

#### VALUE ROTATION

Ad Included in Every 4th Rotation; ~3x/hour  
(Ad Shown ~10,710 times within a month)

1-3 Months	\$140/month
6-11 Months	\$130/month (7% Off)
12 Months	\$120/month (15% Off)



## ACTIVITY GUIDE

Ad Size Options	1 Mailing	1 Year (2 Mailings)	2 Years (4 Mailings)	3 Years (6 Mailings)
Outside Back Cover 1/2 Page	\$1,825	\$1,600	\$1,400	\$1,225
Outside Back Cover 1/4 Page	\$1,125	\$1,050	\$925	\$850
1/3 Page Feature Ad	\$625	\$550	\$450	\$400
1/4 Page Ad	\$425	\$395	\$325	\$300
Business Card / 1/8 Page Ad	\$325	\$295	\$250	\$225



# SPORTS SPONSORSHIP

SPECIFIC-TARGET AUDIENCE



## BASEBALL & SOFTBALL

### SHEELS SPORTS COMPLEX

#### YOUTH BASEBALL

Fence Banner - Diamonds 1 - 4 / field \$500 /year

### ULLAND SPORTS COMPLEX

#### REC LEAGUE SOFTBALL

Fence Banner - Diamonds 2 & 3 \$600 /year

Fence Banner - Diamonds 4 - 6 & 11 - 1 \$500 /year

Fence Banner - Double Sided 1, 7, 8, 9, 10, 15, 16 \$600 /year

### APOLLO SPORTS COMPLEX

#### HIGH SCHOOL BASEBALL/SOFTBALL

Fence Banner - Kraft Field \$700 /year

Fence Banner \$500 /year

### STREET FACING BANNERS

17th and Columbia \$800 /year

King's Walk Driveway \$600 /year



## GOLF COURSES

### KING'S WALK GOLF COURSE

Hole & Club Sponsorship + Golf Membership \$2,495 /year

### LINCOLN GOLF COURSE

Hole & Club Sponsorship + Golf Membership \$1,095 /year



## HOCKEY & FIGURE SKATING

### PURPUR ARENA & GAMBUCCI ARENA

Purpur Arena Billboard (3 x 5 ft.) /Both Sides \$1,250 /year

Gambucci Arena Billboard (3 x 5 ft.) \$600 /year

Both Arena Billboards \$1,650 /year

### ICON SPORTS CENTER | RINK 1 & RINK 2

Arena Billboard (4 ft. x 6 ft.) /One Ice Rink \$1,300 /year

Arena Billboard (4 ft. x 6 ft.) /Both Ice Rinks \$2,400 /year

### EAGLES ARENA & BLUE LINE CLUB ARENA

Eagles Arena Billboard (4 ft. x 6 ft.) \$700 /year

Blue Line Club Arena Billboard (4 ft. x 6 ft.) \$500 /year

Both Arenas \$1,000 /year

### PURPUR ARENA & EAGLES ARENA

Both Arenas \$1,750 /year



## HOCKEY WEBCAM

### ICON SPORTS CENTER | LIVE FEED BOTH RINKS

Hockey Cam Sponsorship \$10,000 /year