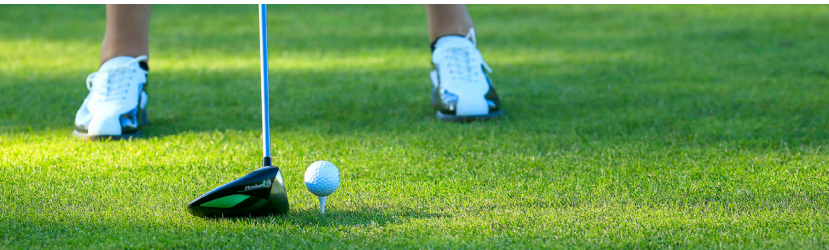




SPONSORSHIP OPPORTUNITIES



SPONSORSHIP SALES REPRESENTATIVE
A PARTNER OF THE GRAND FORKS PARK DISTRICT



TABLE OF CONTENTS

BASEBALL & SOFTBALL	PG. 3	FITNESS & HEALTH	PG. 7
GOLF COURSES	PG. 4	ACTIVITY GUIDE PUBLICATION	PG. 8
HOCKEY & FIGURE SKATING	PG. 5	RATES / OVERVIEW	PG. 9
HOCKEY WEBCAM	PG. 6	SPECIALS / PACKAGES	PG. 10



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

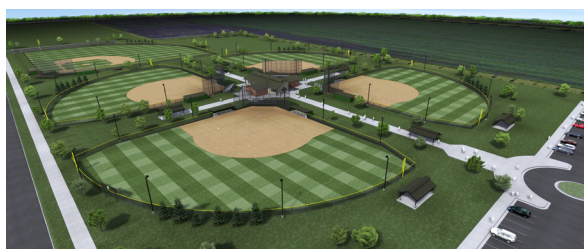
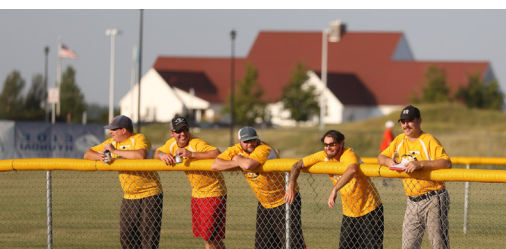
Bill Palmiscno | Executive Director of the Grand Forks Park District

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 Billboard - Kraft Field	\$600 /year
Fence Billboard	\$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 Billboard - 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 Billboard - #2 & #3	\$600 /year
Fence Billboard -	\$400 /year
Fence Billboard 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 Billboard 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 \$2,495 /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 (\$995 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 \$980 /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.) \$1,800/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

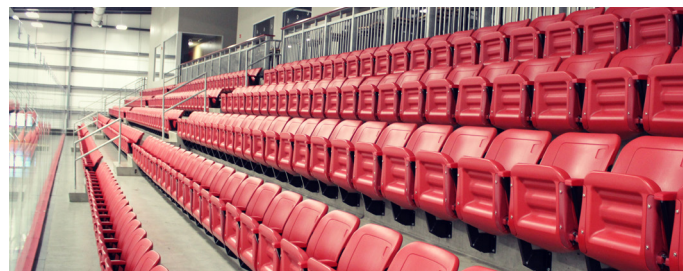
BLUE LINE CLUB ARENA (RR & Knights Practice, PD Programs)
Arena Billboard (4 ft. x 6 ft.) \$500 /year

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

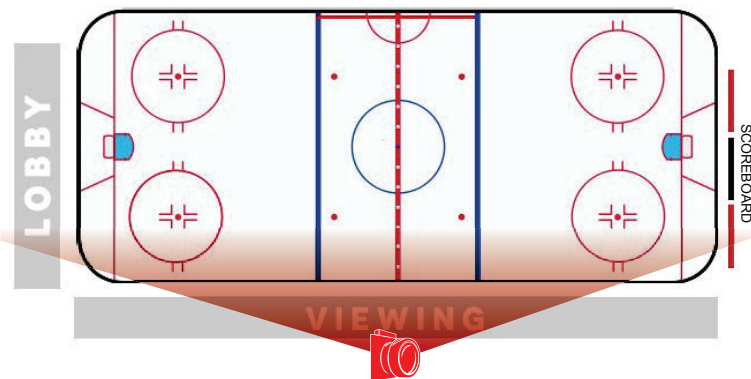
CAN'T MAKE IT TO THE RINK?

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.

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

BLUE LINE SPONSORSHIP (4 TOTAL)

- **A** Featured Promo space beside feed directing traffic to your website
- **B** 30-60 second static flipper graphic in live feed
- Featured partner on locker room assignment TV at the ISC entrance
- Receive a mailing list of Hockey Cam users
- One free ISC advertisement - \$1,200 value

SPONSORSHIP TOTAL: \$3,500

RED LINE SPONSORSHIP

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

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



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

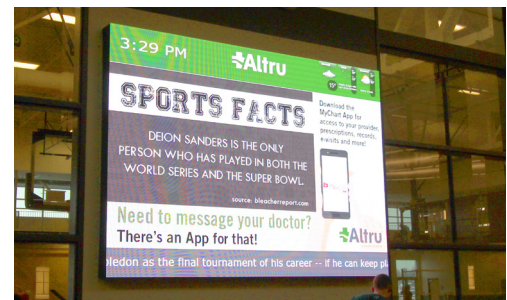
Ad Included in Every Rotation; ~12x/hour
(Ad Shown ~42,840 times within a month)

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

TIME	Altru	WEATHER
CHOICE/LIVE TV		SPONSOR
SPONSOR		
NEWS/SPORTS TICKER		

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 HOMES

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.*

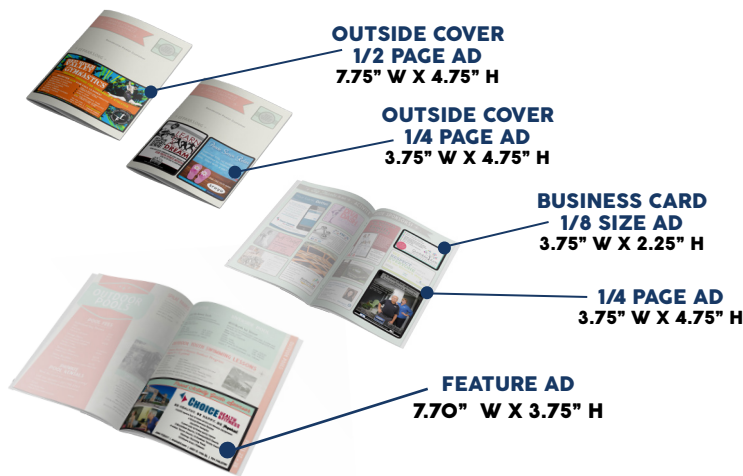
*Research results found through an independent survey in 2014 by Heller & Heller Consulting.



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 Billboard - Diamonds 1 - 4 / field \$500 /year

ULLAND SPORTS COMPLEX REC LEAGUE SOFTBALL

Fence Billboard - #2 & #3 \$600 /year
Fence Billboard \$500 /year

APOLLO SPORTS COMPLEX HIGH SCHOOL BASEBALL/SOFTBALL

Fence Billboard - Kraft Field \$700 /year
Fence Billboard \$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 \$1,060 /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 \$1,800 /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 \$1,200 /year



HOCKEY WEBCAM

ICON SPORTS CENTER | LIVE FEED BOTH RINKS

Blue Line Hockey WebCam Sponsor \$3,500 /year

SPONSORSHIP PACKAGES

DISCOUNTS & DEALS

BASEBALL

FENCE BILLBOARD PACKAGES

PACKAGE 1:

Buy 2 Fence Billboards & Get 1 Fence Billboard Free (up to \$1,500 value)

PACKAGE 2:

Buy 4 Fence Billboards & Get FREE 4-month Indoor Digital Billboard advertising at Choice Health & Fitness (Up to \$2,000 value)

GOLF

KING'S WALK SPECIAL

Buy a Kings Walk Hole Sponsorship & Get FREE Advertising:

PACKAGE 1:

3-months advertising on Indoor Digital Billboard at Choice Health & Fitness (\$600 value)

PACKAGE 2:

2 Baseball Fence Billboard (up to \$1,500 value)

LINCOLN GOLF SPECIAL

Buy a Lincoln Golf Hole Sponsorship & Get FREE Advertising:

PACKAGE 1:

1-month advertising on Indoor Digital Billboard at Choice Health & Fitness (\$200 value)

PACKAGE 2:

1 Baseball Fence Billboard (up to \$500 value)

FITNESS

6-MONTH CONTRACT SPECIAL

Buy 6-months of Indoor Digital Advertising & Receive:

PACKAGE 1:

25% off 1 Adult Year Membership to Choice Health & Fitness (\$174 value)

PACKAGE 2:

One 1/4 page Ad in Summer or Winter Guide (\$425 value)

1-YEAR CONTRACT SPECIAL

Buy 1-year of Indoor Digital Advertising & Receive:

PACKAGE 1:

Get 50% off 1 Adult Year Membership to Choice Health & Fitness (\$348 value)

PACKAGE 2:

Two 1/4 Page Ads
1 Summer & 1 Winter Guide (\$850 value)

HOCKEY

ARENA WALL BILLBOARD PACKAGE

Buy 2 Arena Billboards & Get 1 of the following discounts:

PACKAGE 1:

50% Off your 3rd Arena Billboard (\$750 value)
*discount applies to lower priced sponsorship

PACKAGE 2:

3-months advertising on Indoor Digital Billboard at Choice Health & Fitness for FREE (\$600 value)

PACKAGE 3:

1 FREE Baseball Fence Billboard (up to \$500 value)

