

Lou Jeffries Gananoque and TLTI Recreation Center Advertising Opportunities 2025/2026 Season



Advertising Rates & Specifications

Size Details	Rates	Specifications	
Rink Dasher Boards Facing Ice (Sold Out for 2025/2026)	\$325 per year	W: 96 in. H: 48 in. W: 8 ft. by H: 4 ft.	Design and creation of the sign is the responsibility of the advertiser.
Rink Dasher Boards Facing Bleachers	\$325 per year	W: 96 in. H: 30 in.	Design and creation of the sign is the responsibility of the advertiser.
Home Bench (Sold Out for 2025/2026)	\$1000 per year	W: 16 ft. by H: 8 ft.	Designed to print on 4 panels, each panel is 8 x 4.
Away Bench (Sold Out for 2025/2026)	\$1000 per year	W: 16 ft. by H: 8 ft.	Designed to print on 4 panels, each panel is 8 x 4.
Small On Ice Logo (Sold Out for 2025/2026)	\$600 per year	neutral zone	Made from special Jet Ice cloth material that goes under the ice. Logo must be approved and on site by July 15.
Centre Large On Ice Logo (Sold Out for 2025/2026)	\$1000 per year	Can be various sizes. Example W: 175 Inches by H: 29 Inches	Made from special Jet Ice cloth material that goes under the ice. Logo must be approved and on site by July 15.

Bleacher Steps/Riser per Section	\$500 per year	W: 24 in. by H: 6 in.	Design and creation of the sign is the responsibility of the advertiser.
Wall- Back of Bleachers	\$150 per year	Below banners 36 in. x 60 in.	Design and creation of the sign is the responsibility of the advertiser.
Restroom	\$80 per year	8 in. x 10 in.	Design and creation of the sign is the responsibility of the advertiser.
Ice Resurfacers (Zamboni) (Sold Out for 2025/2026)	\$2500 per year	Currently Sold on a multiple year agreement	Current agreement has exclusive rights to the entire Zamboni for ad sales space.
Naming Rights for Upstairs Hall & Upstairs Washrooms	\$2000 per year		Design and creation of the sign is the responsibility of the advertiser.

Advertising Terms:

- All advertising contracts are for a (1) year term starting September 1st, 2025, and ending August 31, 2026.
- The advertiser is responsible for all costs associated with the design, printing and maintenance of the signs.
- All advertising must be professionally designed, the advertiser is required to send the final art design file to the Town Recreational Coordinator for final approval.
- The Town is responsible for mounting all signs. The locations are at the discretion of the Parks and Recreation Department as they become available.
- Advertising rates are listed in the Town General Fees and Rates By-Law, which are approved by Town Council and subject to change each season.
- Advertisers will be contacted each season for the first right of refusal to renew the advertising contract. If at the end of the advertising contract, the sign is not renewed, the advertiser is given 15 days to pick-up their sign. Otherwise, the sign will be assumed the property of the Town.

For further Advertising Information and questions, please contact:

Lori Higgs
 Marina and Recreation Coordinator
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