

ADVERTISING AND MARKETING MANUAL



for the

YELLOWHEAD CENTRE

175 Mountain Ave.
Neepawa, Manitoba

204-476-5880
www.yellowheadcentre.com

Updated September 1, 2017

WHO ARE WE?



The Yellowhead Centre was developed in 1971 from the old Neepawa Salt Plant. In the intervening years, diligent facility maintenance and upgrades have been implemented to make the YHC one of the best kept facilities in rural Manitoba. The YHC is governed by a local community board of the Neepawa Centennial Projects Inc. and is not owned by the town or area municipalities.

On behalf of the community, the YHC board has made a conscious decision to not put the community at a huge debt risk by building a new multi million dollar facility. Instead the YHC is building on the strong foundations laid in the 1970s. Half of the facility is a recycled building that was originally built in 1943.

Throughout the last 46 years the YHC has served the community, it has put \$12.1 million (mostly spent locally) back into the community through wages, construction materials and services. Again using a 1:7 ratio, that means an economic impact of over \$84.7 million. Together, the Yellowhead Centre, the Neepawa Natives Junior 'A' Hockey Club, the Neepawa Farmers Hockey Club, the Neepawa Tigers high school hockey team, the Neepawa Minor Hockey Association, the Neepawa Figure Skating and many other user groups have had a huge economic impact on Neepawa and area.

It should be noted that over the years, the YHC has gone through some periods of significant debt but due to the economic activity of the many user groups and customers over the years, along with diligent management, the YHC has been debt-free for a number of years. In 2016, extensive renovations were done with a new de-humidifier, new low-E lights, ceiling insulation and reflective ceiling coating. In 2017, the 45 year old rink boards were replaced with the most modern and safety rated flexible boards, 6 foot seamless glass and a new central score clock. As of September 1, 2017 there is a small debt load currently being handled by the YHC line of credit.

SPONSORSHIP OPPORTUNITIES

(all prices are plus artwork and applicable taxes)

Zamboni side signage sponsorship is \$15,000 and it runs from March 2013 to Dec. 2022 and is currently held by the Beautiful Plains Credit Union.

Zamboni front, back and top signage: \$1,000 per year each.

Zamboni top "spinner": \$2,000 per year

Score clock side ads: \$10,000 for 5 years (SOLD)

Score clock corner ads: \$1,000 per year

Outdoor digital sign to replace the current sign on Mountain Avenue is being explored and cost estimates range from \$15-30,000

Arena lobby pole signs: \$400 per year

Arena board signs: \$1,000 per year

Hall door wrap: \$300 per year

Arena ticket booth signage: \$400

Arena seats fronts: \$50 per sign per year

NAMING RIGHTS FOR PORTIONS OF FACILITY:

Red Line Grill naming rights

\$3000 per year for 5 years = \$15,000

Blue Line Bar naming rights

\$2000 per year for 5 years: \$10,000

Hall naming rights-\$5,000 per year for 5 years: \$25,000

Arena naming rights-\$10,000 per year for 5 years: \$50,000

Trophy cabinet naming rights: \$1,000 per year

Lobby floor decals: \$200 per year

Lobby and arena entry way signs 24" x 36": \$200 per year

24" x 96" silk-screened banners in arena lobby:

\$500 each per year

