



ADVERTISING AND SPONSORSHIP INFORMATION



Playmakers offers advertisers a highly sought after demographic in high concentrations, for long periods of time, with multiple exposures. Our facility attracts higher-educated, active, sports-conscious males and females with supporting customers from 18 months – 60 years old and is centrally located on the Northshore, in one of the highest income and fastest growing markets in the area.

Playmakers' Customers

- Average over 8,000 visitors per month onsite, 4,000 visitors per month on website.
- Average Household income is over \$70,000
- Frequent website access to register, check schedules, and check scores
- Average customer visits facility over 15 times a year
- Customers stay on site from 1-3 hours
- Special programs geared towards toddlers and youth
- Corporate sponsored teams
- Adults and Youth participate in Leagues, Clinics, Parties, Rentals, Special Occasions

Advertising Options

- **Dasher Board Ads** – Color, high resolution, professionally printed ads in 4' x 4' or 4' x 8' dimensions and placed on the arena or facility walls in a highly visible location for both players and spectators.
- **League Sponsorships** – Have a league named after your company and your name and logo will appear on all league publications: rosters, schedules, website, registrations, etc.
- **In-house Media Spots** – Electronic media spots played on high definition televisions throughout the facility.
- **Website** – Display your logo or banner on the Playmakers website.

- **Handouts and Brochures** – Display other marketing media and materials on the tables and check-in desk in our lobby at no additional cost.

We can also customize a sponsorship package that meets your unique sponsorship criteria.

Frequently Asked Questions

Who produces the signage, dasher board or banner?

You provide the artwork or logo and we handle the production and installation. If you need professional assistance in producing your artwork or logo we have access to graphic design professionals who can assist you.

How many exposures?

Most customers are repeat customers. A league participant is in the facility at least once a week per season and seasons are 8 weeks long. Participants are often accompanied by other family members or friends who serve as fans and spectators, multiplying the number of exposures per participant. The average customer visits our facility over 15 times per year.

Where will the ad be displayed in the facility?

The ads are placed on a first come first served basis. Once you have decided on the type of advertising you want we will work on production and placement. You will also have first right to renew for your location. We will help you decide the best location for your idea and one that fits your budget.

How much does it cost?

Refer to our Sponsorship Agreement for pricing.

To get started or for more information contact us today at
985-898-2809 or visit www.playmakersindoor.com

GAME ON!!