



# Sixteen Mile Sports Complex Video Scoreboard Advertising

*Last updated February 2016*

# About Oakville

### **Vision: To be the most livable town in Canada**

According to the town's 2014 Citizen Survey, 85 per cent of residents believe that Oakville is better than most areas in the Greater Toronto Area when it comes to overall livability. We couldn't agree more. Our goal is to ensure that Oakville residents are receiving excellent value for their tax dollars and to make Oakville a better place for all.

To enhance our current programs and services, the Town of Oakville offers a wide variety of advertising opportunities to help you maximize your visibility and impact in the community. The opportunities listed in this package are designed to fit various budgets and can be combined to meet desired advertising goals. Have your own advertising idea? The Town of Oakville will work with you to create customized opportunities.

### **Oakville Demographics**

With an estimated population of 193,898 or 67,353 households, our target audience is primarily family-oriented with 61% married; 65% post-secondary educated; and 70% employed in sales, service or business finance administration. With this data, we know that more than half of Oakville residents are actively seeking family-friendly, convenient, and innovative programs and services.



# About Sixteen Mile Sports Complex

The Recreation and Culture department is committed to building partnerships with community businesses and organizations. Sixteen Mile Sports Complex is Oakville's state-of-the-art quad pad arena complex located in north Oakville. This fully-accessible facility features one Olympic-sized ice pad with seating for 1,507 spectators, three NHL-sized ice pads, 22 change rooms, three community rooms, and two practice pads. The Oakville Blades and Skate Oakville proudly call Sixteen Mile Sports Complex home. Through leagues, programming and special events, this facility attracts over 740,000 visitors annually.

In 2015, a video scoreboard with high definition capabilities was installed to enhance the customer experience and increase the profile of the facility. The facility hosts numerous sporting events throughout the season.

### Sixteen Mile Rink 1:

- Approximately 25 hockey tournaments and figure skating events/competitions each year
- Approximately 27 Oakville Blades Home games per season
- Oakville Recreational Hockey League runs 42 weeks per year, 10 games per week in Rink 1



# Oakville Recreational Hockey League Package

### Package details:

- Adult Hockey League with approximately 192 teams annually
- 1,700 Hockey players
- Males and females age 18-65
- Runs 42 weeks a year
- Average of fifteen 20-second impressions per game
- 10 games on Rink 1 main bowl per week

### Advertising Rates:

Weekly: \$200

Monthly: \$375

Annually: \$1,500



# Major Events Package

## Package details:

- Average of 25 major minor hockey tournaments and major figure skating events/competitions
- One 20-second impression per intermission or flight change
- Average 20 games / 20 flight changes per event
- Average of 60 impressions per event
- Average per day event attendance is 5,000-7,000 (15,000-20,000 spectators per event)

## Events include:

- Richard Bell Memorial Hockey Tournament
- Oakville Hornets Harvest Classic Hockey Tournament
- Frank Sabatino Memorial Hockey Tournament
- Halton High School Hockey Championships
- Skate Oakville Synchro Capers
- OMHA and OHF Provincial Championships
- MOHA Championships

## Advertising Rates:

Weekly: \$250

Monthly: \$500

Annually: \$2,000



# Major Events and Oakville Blades Package

### Package details:

- Average of 25 major minor hockey tournaments and major figure skating events/competitions
- One 20-second impression per intermission or flight change
- Average 20 games / 20 flight changes per event
- Average of 60 impressions per event
- Average per day event attendance is 5,000-7,000 (15,000-20,000 spectators per event)
- 27 Oakville Blades Home games per season
- One 20-second impression during pre-game activities and intermissions
- Average attendance 400-500 people per game
- Playoffs games (varies by season). Attendance doubles on average.

### Advertising Rates:

Weekly: \$375

Monthly: \$750

Annually: \$3,000



# All Events and League Package

### Package details:

- Average of 25 major minor hockey tournaments and major figure skating events/competitions
- Average 20 games / 20 flight changes per event
- One 20-second impression per intermission or flight change
- Average of 60 impressions per event
- Average per day event attendance is 5,000-7,000 (15,000-20,000 spectators per event)
- Adult Hockey League hosts approximately 192 teams annually and 1,700 Hockey players
- Runs 42 weeks a year
- Average of fifteen 20-second impressions per game; 10 games on Rink 1 per week
- 27 Oakville Blades home games per season
- One 20-second impression during pre-game activities and intermissions
- Average attendance 400-500 people per Oakville Blades Home game
- Playoff games (varies by season). Attendance doubles on average.

### Advertising Rates:

Weekly: \$500

Monthly: \$1,000

Annually: \$4,000



# Advertising Specifications

- Screen size measures 7.4 feet (90 inches) high by 8 feet (96 inches) wide.
- Advertisements will be given 20 seconds of on-screen presence.
- Frequency of impressions is based on package purchased.
- A maximum of 20 commercial slots will be sold.

## Terms and Conditions

- Creative must be supplied by the purchaser and approved by the town.
- Please submit ad as 1960 w by 1800 h pixels, 96 dpi, RGB colour. Files are to be supplied as png (preferred), jpeg (alternative) for still advertisements or a .wmv file for video advertisements.
- Creative may be changed on a monthly basis, if provided by the first of the month.
- HST will be added to rates listed above.

## For more information:

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