



Town of Oakville Scoreboard Advertising

Our facilities play a valuable role in connecting communities. Scoreboard advertising is a popular and unique way to reach thousands of people per year.

Located in north Oakville, Sixteen Mile Sports Complex is a state-of-the-art, fully accessible facility featuring an Olympic-sized ice pad with seating for more than 1,500 spectators, three NHL-sized ice pads, 22 change rooms, two shooter pads, a community centre, pool, and library. It is home to the Oakville Blades and Skate Oakville, welcoming more than one million visitors each year through leagues, programs, and events. A high-definition video scoreboard enhances both the visitor experience and the facility's profile. The complex hosts numerous sporting and community events each season.

Contract Length	6 months	1 year
Advertising Fee	\$1,177.56	\$1,963.63

Monthly Contracts

Short promotional campaign? We offer monthly contracts for \$213.06 per month plus HST.

Discounts offered for annual renewals and for contracts over \$5,000 annually.

Terms and Conditions

- Average of 25 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)
- 25+ 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.

Artwork specifications

- Creative must be supplied by the purchaser and approved by the town.
- Please submit ad as 1920 w by 1080 h pixels, 96 dpi, RGB colour. Files are to be supplied as png (preferred), jpeg (alternative) for still advertisements or a .MP4 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.

For more information:

Janine Ivings, Sponsorship and Marketing Supervisor
Recreation and Culture
janine.ivings@oakville.ca

