

**Get in front of more than 500,000 people each year!**  
 Promote your brand and impact the community in the Farmington Valley and beyond.

## HOCKEY DASHER BOARDS:

Achieve strong brand presence in front of hundreds of thousands of potential customers with signage right in the action. Dasher Board signage is often visible in local news, video highlights and photographs delivering additional exposure. 30"x96" - available in Olympic or NHL Rink at \$1,200 per year



## RINK WALL BANNERS:

Achieve high visibility in front of hundreds of thousands of potential customers with eye-catching pennant style banners displayed where all the fans sit. Olympic Rink Banners: 3'x6' - at \$500 per year  
 NHL Rink Banners: 3'x9' - at \$750 per year



## LOBBY BANNERS:

Prominently Displayed in our lobby, these banners are on display for all visitors to see as they walk into the facility. These are very limited 2.5'x3' - available in select locations inside lobby at \$750 per year



## ZAMBONI WRAPS:

A favorite attraction before, during and after every game or Ice show is the Zamboni. A Zamboni wrap is guaranteed to be the center of attention on the ice. Olympic Zamboni Wrap - \$5,000 per year  
 NHL Zamboni Wrap - \$5,000 per year



All prices above include cost of production and installation.  
 Custom and Program Specific Options available.

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## Inside the ISCC

### FACILITY

Located in Simsbury, CT the ISCC features two ice surfaces (NHL and Olympic), a state-of-the-art Fitness Center, newly renovated event spaces for private recreational or corporate events, a Pro Shop, Sk8terZ Café and Legends bar.

### HOCKEY

1,450 games were played at the ISCC in 2023.  
 Home to 15 High School Teams during the Winter.  
 Home to the Northern CT Lights Girls Hockey Club.  
 Home to the Nor'Easter Junior & Tier 1 Hockey Club.  
 Training location for Simsbury and Avon Hockey Clubs.  
 Home to Adult and Youth Leagues, and 12 Tournaments with teams from all over the US and Canada.

### FIGURE SKATING

Home to the Skating Club of CT  
 Host to Scott Hamilton's "Sk8 to Eliminate Cancer" Ice Show.  
 Home to the CT Special Winter Olympics  
 Home to the CT Nutmeg State Games  
 Summer Of Gold International Camp