

December 17, 2007

Dear Community Partners,

The Larsen Rink and Winthrop Parks and Recreation Commission would like to offer our community members an exciting new advertising opportunity. With the completion of major improvements at Larsen Rink, we are now ready to display your advertising choices on the inside and outside of the boards surrounding the new and larger ice surface.

The rink is home to Winthrop High School & Middle School Hockey, Winthrop Youth Hockey, Winthrop Skating Association, North Suburban Hockey League, Miracle on Ice Youth Hockey Tournament, Massachusetts Hockey District One Tournament, as well as many other local and out of town groups. Your advertising will reach thousands from the surrounding area who come to skate or watch those who skate. Larsen Rink will also be available for use in the summer; the new surface will allow us to have kickball, soccer, floor hockey and many other activities for the children of the community.

This is also an opportunity to acknowledge a Loved One with a sign in their Honor. There are many Winthrop residents who have a love for hockey, skating, and Larsen Rink. Let everyone remember them as fondly as you do.

Your advertising business will go directly to improving and maintaining Larsen Rink. The signs will be created and installed by Richard HONAN Sign Co. of Winthrop. Enclosed is a sheet with rate and sign options. Please be aware that the advertising commitment is a 2-year contract with the cost broken up as follows:

Year one includes the cost of the sign & installation as well as one year of advertising

Year two is cost of advertising for the 2nd year.

The two-year period will begin as soon as the sign is installed.

Please return the rate/sign sheet to Winthrop Parks and Recreation with check payable to Larsen Rink. Space is limited and assigned on a first come basis. Should you have questions or require further information, please contact us at 617 846-8243. Thank you for your continued support.

Sean Driscoll
Director

LARSEN RINK ADVERTISING

PLAYERS BENCH SIDE

(inside boards –goal line to goal line including behind nets)

2 ½ feet x 5 feet

(cost of sign is \$250 and advertising cost is \$500.00 per year)

2 ½ feet x 8 feet

(cost of sign is \$350 and advertising cost is \$750.00 per year)

BLEACHER SIDE

(inside boards – goal line to goal line)

2 ½ feet x 5 feet

(cost of sign is \$250 and advertising cost is \$250.00 per year)

2 ½ feet x 8 feet

(cost of sign is \$350 and advertising cost is \$375.00 per year)

OUTSIDE BOARDS

2 ½ feet x 5 feet

(cost of sign is \$250 and advertising cost is \$500.00 per year)

WALL SIGNS

2 feet x 3 feet

(cost of sign is \$75 and advertising cost is \$125.00 per year)

**Please check off your choice of sign and return this form to
Winthrop Parks and Recreation
45 Pauline St.
Winthrop, MA 02152**

**Check is payable to Larsen Rink.
All contracts require a minimum of 2 years of advertising.**