



551 North York Road (PO Box 178), Willow Grove PA 19090

January 8, 2010

Dear Hockey and Skating Enthusiast:

The Wintersport Ice Sports Arena, a pioneer in the local ice rink business, and a dominant and influential fixture in the Willow Grove Community for the past 38 years invites you to become a part of our extended family by advertising your business on one of the dasher boards that surrounds the ice at the rink.

This invitation will allow you to brand with a national advertiser such as Coke and become part of the hockey fabric in the Delaware Valley while reaching a very loyal & committed upscale audience that supports the members of their culture.

Wintersport is home to youth hockey teams from the Wintersport Royals, CML and WAHL adult leagues, and area high schools varsity, jv & middle school teams. We host visiting youth (Delaware Valley Hockey League) and high school (Suburban High School Hockey League) games & teams from the tri-state area and beyond. Additionally, there are public hockey and skating sessions held daily, Group Skating Lessons, Youth Learn to Play Hockey, Adult Skills Clinics, power skating and other specialty skills clinics held throughout the year. We have after-school enrichment skating programs, group skating, skating parties and year round charter ice rental groups. We also host summer hockey & skating camps, and day camp outings. We are open year round. This all adds up to thousands of people walking through our doors month after month, **giving your ad & business constant and repetitive exposure all year!** With these facts in mind, advertising with us produces a great opportunity to give your company more exposure to the local community at a cost effective price to help provide a better return on your advertising dollars.

Board ads can be under abuse being in the field of play, but here, they will not be. This is because the advertisements on our boards will be professionally produced as a reverse image on the backside of lexan (unbreakable Plexiglas) and sealed with a solid white background. The reverse image process will allow the long-term preservation of your advertisement by protecting it against sticks, pucks and skate blades.

For a limited time, we are offering our first ten (10) new advertisers for 2010-11 their 2nd year FREE! This equates to **only \$75 per month** for a full size 34" x 96" ad in a **prime location**. You will also have an opportunity to **display your company literature** on our advertisers display wall, as an **added bonus at no additional cost!**

Please contact Rick Eastburn at 215.659.4253 Ext. 12 or wsia4@snip.net, or myself at Ext. 15 or at wsia2@snip.net with any questions or to reserve your advertising space today!

The Wintersport Ice Sports Arena appreciates your increased interest in the community in considering this unique and cost effective advertising opportunity. We look forward to your patronage and supporting your business as one of our advertisers.

Thank you,

Kenneth B. Reinl
General Manager

215.659.4253
www.wintersporticearena.com

