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Dear Prospective Sponsor and Partner,

Hello and welcome to Cockburn Ice Arena. Firstly, I would like to thank you personally for allowing us the opportunity to present you with our sponsorship proposal.

The Barrett family business built the original Cockburn Ice Arena from scratch, and has now completed the new Cockburn Ice Arena. We will continue to own and operate the new Cockburn Ice Arena.

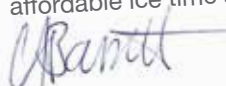
Cockburn Ice Arena was built to foster ice sports. We know our facility and our business model is the reason we have so many ice sports athletes in Western Australia, and we will continue to do our bit to make ice skating accessible.

As a family unit we have chosen to operate the business to support local athletes and their development. We currently provide ice time for Ice Hockey, Figure Skating, Synchronised Ice Skating and Curling.

The new facility has cost 10 times the original Cockburn Ice Arena, and there is no funding available. None of the Ice clubs and associations are in a financial position to be able contribute funds to the equipment required to operate their sport in the new rink. For example hockey glass and nets in the past have always been paid for by the State Association, this time around there were no funds available and Cockburn Ice Arena has purchased these crucial hockey assets.

As a result, Cockburn Ice Arena has purchased not only additional infrastructure to run these sports, but also equipment needed to grow our local athletes.

Both Cockburn Ice Arena and the local clubs that call Cockburn Ice Arena home are looking for support from sponsors so we can continue to offer all ice sports affordable ice time and programs.


GALANDRA BARRETT
GENERAL MANAGER

SKATING SESSIONS BIRTHDAY PARTIES ICE HOCKEY THEME NIGHTS & EVENTS ICE SKATING LESSONS SYNCHRONISED ICE SKATING FIGURE SKATING
ICE DANCE FUNDRAISERS TEAM BUILDING SKATING AS A SCHOOL SPORT DANCE STUDIO YOGA PILATES PRO SHOP PRIVATE ICE RINK

CONTENTS

- 3** More Than Just Public Ice Skating Sessions
- 4** The New Facility
- 5** Location
- 6** Exposure and Target Market
- 7** Our Demographic
- 8** Advertising Opportunities
- 9** Wall Advertising Packages
- 10** Dasher Board Advertising Packages
- 11** Zamboni Advertising Packages
- 12** Appendix A - Advertising Spaces
- 13** Appendix B - Prices
- 14** Appendix C - Website and Selected Print Materials

MORE THAN JUST PUBLIC ICE SKATING SESSIONS

Cockburn Ice Arena provides an extensive variety of year-round activities, including:

- Public Ice Skating Sessions
- Figure Skating Training
- State Figure Skating Events
- National Figure Skating Events
- Synchronised Skating
- Ice Skating Lessons
- Birthday Parties
- Fundraisers
- Ice Hockey Lessons
- Ice Hockey Training
- Ice Hockey Games
- National Ice Hockey Tournaments
- Curling
- Proposed Speed Skating
- Private and Corporate Functions

For the coming year, we already have over 600 scheduled events, lessons, training sessions and ice hockey games, as well as numerous private functions.

In a typical year, Cockburn Ice Arena hosts eight State level events and one to two National events.

With the addition of a second ice surface in the new Arena and improved facilities this is expected to increase, and attract some International ice hockey, figure skating and synchronized skating events. We have now hosted the Tange Under 18 National Ice Hockey Tournament, numerous National hockey camps and Australian Junior Ice Hockey National League games.





THE NEW FACILITY

The new Cockburn Ice Arena has been open since October 2015 and houses two ice surfaces.

- Rink 1 is 60m x 30m (Olympic size)
- Rink 2 is 60m x 28m
- Both rinks are housed within a 10,000m² facility
- A full commercial kitchen services a cafe in Rink 1 and a restaurant/bar in Rink 2
- We can accommodate in excess of 1,200 occupants

This multi-million dollar double ice rink is the second largest Ice Arena investment ever made in Australia second to the O'Brien Group Arena (formerly Melbourne Ice House).

The double pad facility makes it the second twin ice rink ever built in the Southern Hemisphere.



LOCATION

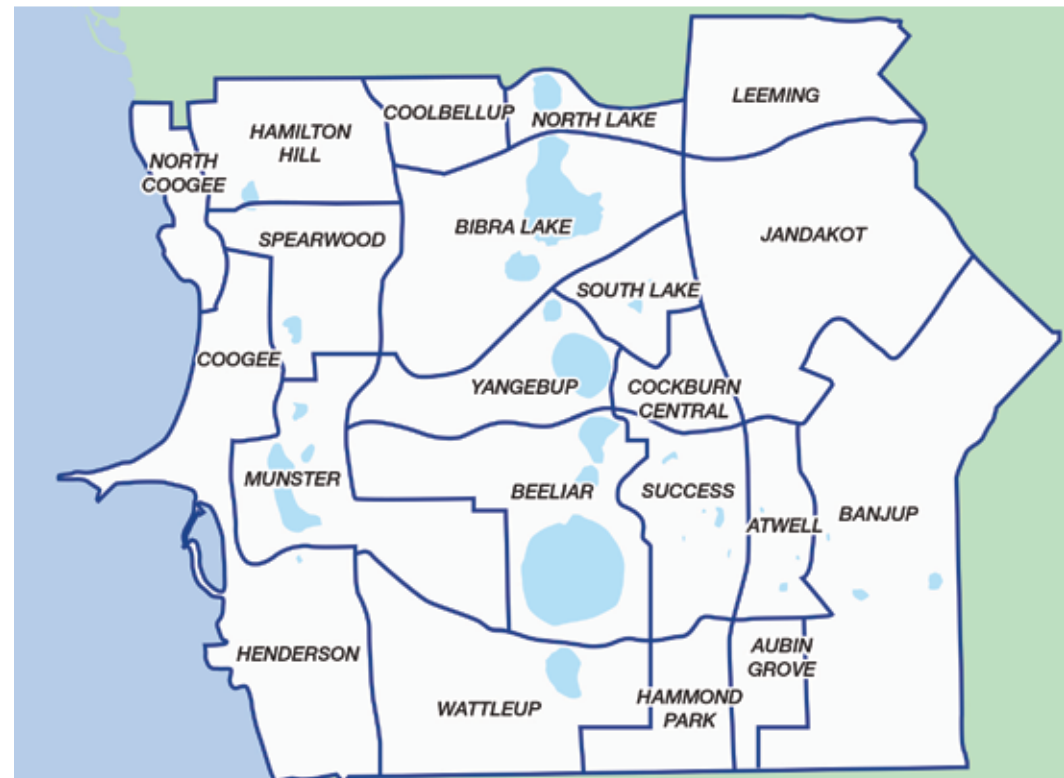
With a population of over 108,000, the City of Cockburn is one of the fastest growing communities south of the Swan River.

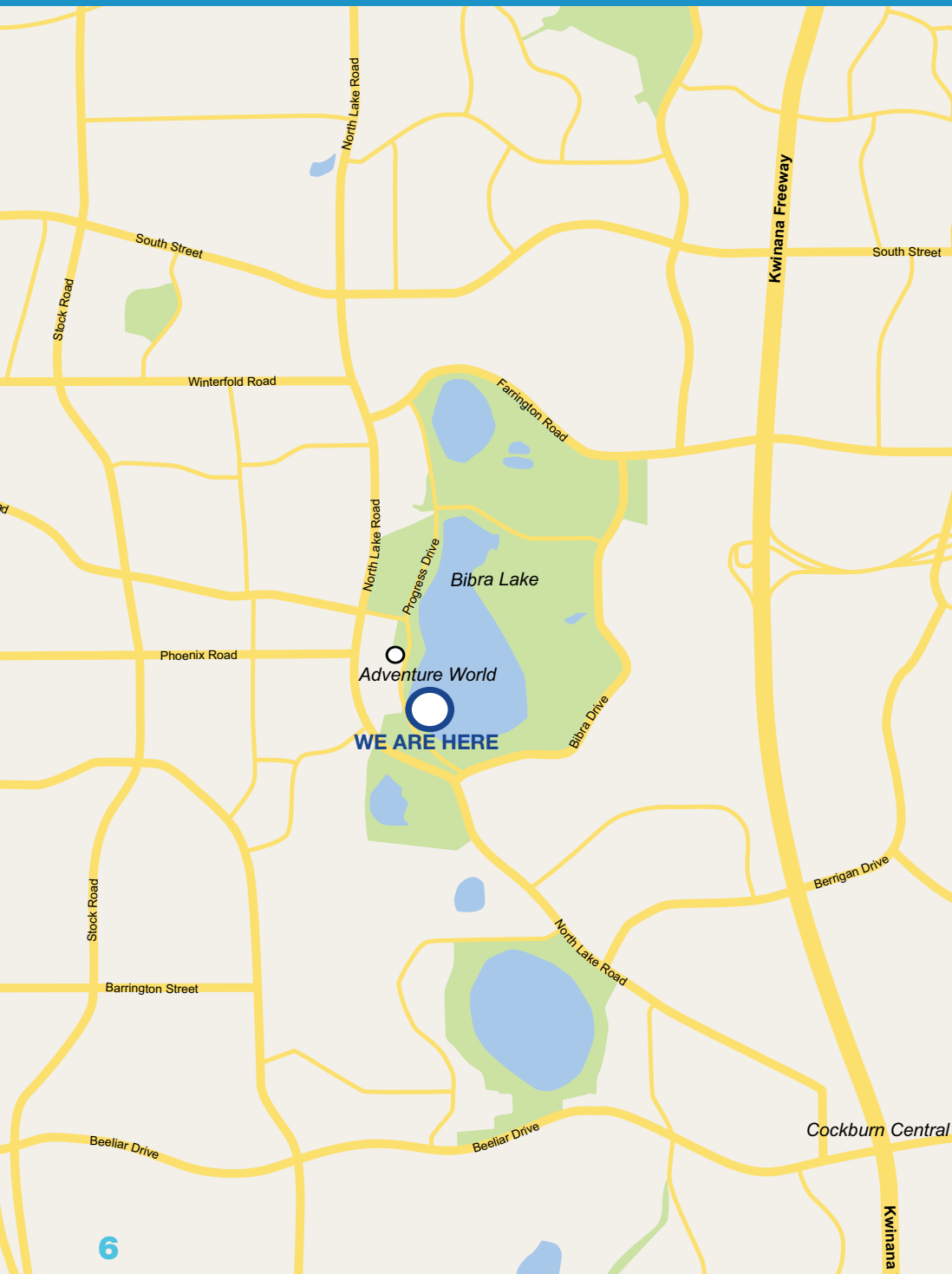
Located approximately 8 kilometres south of Fremantle, and 15 kilometres from the Perth CBD, the City of Cockburn is continually expanding with a diverse mixture of residential, retail, commercial, industrial and rural zones, and has a planned capacity to grow to 130,000 by 2031.

In addition, Cockburn and its surrounds host many other facilities and attractions that will bring in a substantial transient population to the area such as:

- Cockburn Central train station
- Adventure World
- the new expanding Cockburn Gateway shopping precinct
- GP Super Clinic
- Murdoch University
- the new Fiona Stanley Hospital
- the Cockburn Recreation Hub
(future home of the Fremantle Dockers)
- Cockburn ARC Aquatic and Recreation Centre

Cockburn Ice Arena provides many long term benefits to the residents of Cockburn and surrounding areas.





EXPOSURE AND TARGET MARKET

Cockburn Ice Arena currently has over 100,000 visitors per annum in its existing facility.

This number comprises of a mixture of new customers coming to the venue and members of the ice sport programs we run.

The new location on Progress Drive, just south of Adventure World's main entrance, will give us a huge boost in exposure to the general population of Perth.

This will come from passing traffic travelling on North Lake Road, visitors attending Adventure World who will drive past our facility and people using the lake for recreation.

It is also far more accessible by public transport, with a bus stop right at the front door!

OUR DEMOGRAPHIC

Cockburn Ice Arena has a strong following of customers from across the city of Perth with both members and public skaters coming from as far North as Yanchep and as far south as Pinjarra.

Approximately 70% of our total customer base comes from within a 30km radius. Break up by age is outlined below:

PUBLIC ICE SKATING SESSIONS **65%** **35%**

AGED 4-16

AGED 17+

LEARN TO SKATE (ICE SKATING LESSONS) **75%** **25%**

AGED 3-16

AGED 17+

FIGURE SKATING **90%** **10%**

AGED 5-16

AGED 17+

SYNCHRONISED ICE SKATING **65%** **35%**

AGED 5-16

AGED 17-25

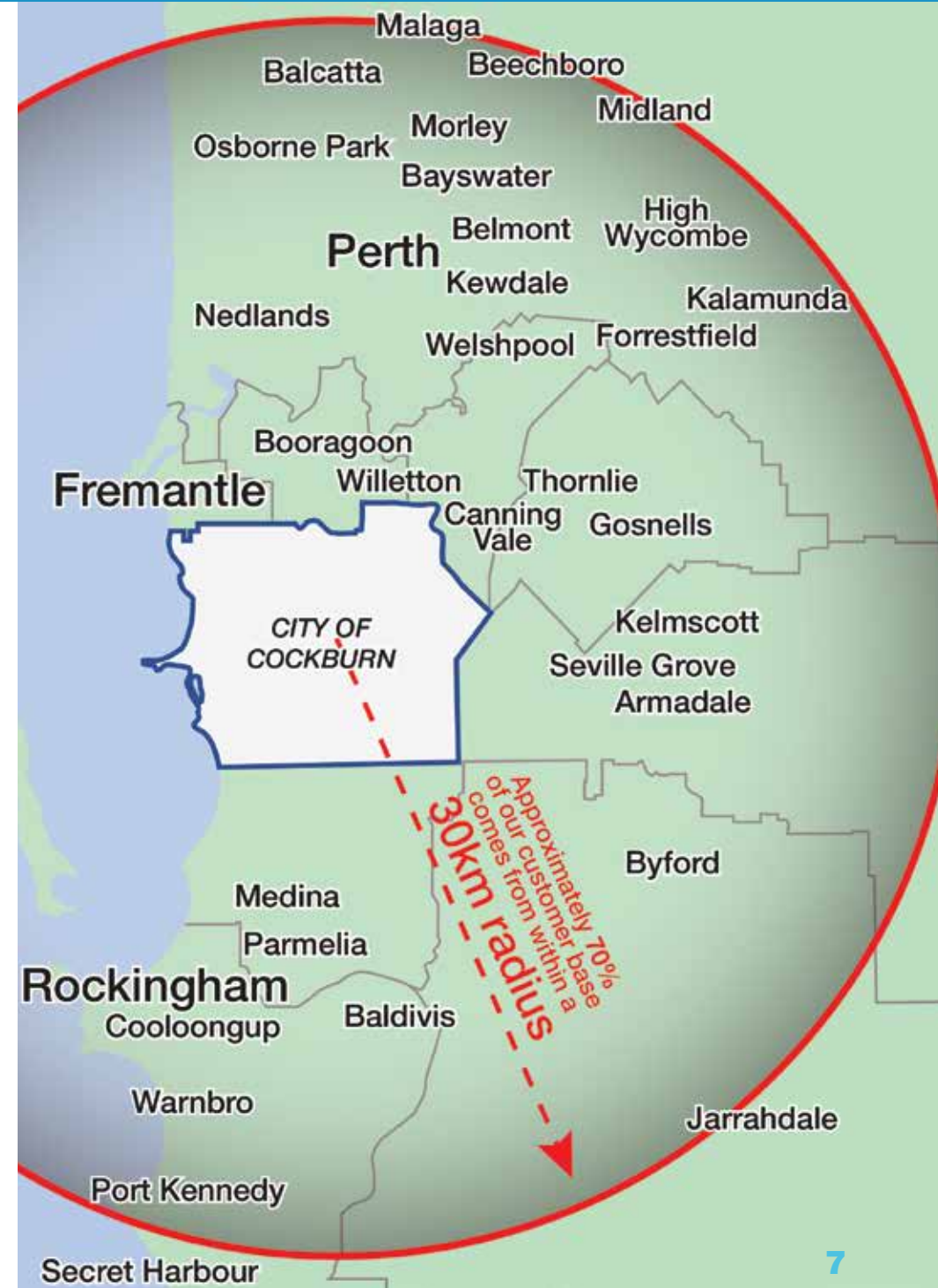
ICE HOCKEY **30%** **70%**

AGED 5-16

AGED 17-60

CURLING **100%**

AGED 16+



ADVERTISING OPPORTUNITIES

We are offering advertising space on the walls and dasher boards of Rink 2, the sports rink. Zamboni advertising is also available. Funds from the sale of these spaces will directly help the ice sports athletes who call Cockburn Ice Arena home.

WALL SPACE

Advertising space can be purchased on the wall panels surrounding Rink 2, and comes in 3 sizes. Advertising for this space is limited and available on a first come first served basis.

ZAMBONI

Captivate the attention of rink spectators as the Zamboni cleans the ice before, after and in between hockey games and other on-ice activities including public skating and figure skating competitions.

DASHER BOARDS

Dasher boards (rink boards) are ice level advertising panels that run around the inside of the ice surface. Board advertising is available on a yearly basis, and will be renewable at the end of the year.



WALL ADVERTISING PACKAGES

BRONZE PACK¹

CHOOSE 1



\$2,398
per year

- 10 complimentary passes to be used in **any public session**
- Your **corporate logo** on the **Cockburn Ice Arena website²**
- First right of refusal on renewal of your location
- Production and installation of sign³

EXTENDED CONTRACT OPTIONS

- **\$3,850 FOR A 2 YEAR CONTRACT**
- **\$4,950 FOR A 3 YEAR CONTRACT**

SILVER PACK¹

CHOOSE 1



\$3,652
per year



- 15 complimentary passes to be used in **any public session**
- Your **corporate logo** on the **Cockburn Ice Arena website²**
- First right of refusal on renewal of your location
- Production and installation of sign³

EXTENDED CONTRACT OPTIONS

- **\$5,500 FOR A 2 YEAR CONTRACT**
- **\$6,600 FOR A 3 YEAR CONTRACT**

GOLD PACK¹

C
6000mm x 1440mm

\$6,188
per year

- 25 complimentary passes to be used in **any public session**
- 1 complimentary **\$100 bar tab**
- Your **corporate logo** on the **Cockburn Ice Arena website²**
- Your **corporate logo** on selected **Cockburn Ice Arena print material²**
- First right of refusal on renewal of your location
- Production and installation of sign³

EXTENDED CONTRACT OPTIONS

- **\$8,800 FOR A 2 YEAR CONTRACT**
- **\$11,000 FOR A 3 YEAR CONTRACT**

¹For available advertising spaces see [APPENDIX A](#).

²Website and print material shown on [APPENDIX C](#).

³Provide us with your logo and our graphic design department will design your sign. Price on application.

DASHER BOARD ADVERTISING PACKAGES

Dasher boards (rink boards) are ice level advertising panels that run around the inside of the ice surface. They are visible at all NHL Arenas in North America and are commonplace across the world.

There is advertising space available on the dasher boards in Rink 2. Dasher board advertising is available on a yearly basis, and will be renewable at the end of the year. To keep it looking clean, if you choose to renew at the end of year 1 your advert can be changed and will be reprinted.

DASHER BOARD PACKS¹



Sizes and prices vary. See Appendix A/B.

- **5 complimentary passes** to be used in **any public session**
- First right of refusal on renewal of your location
- Production and installation of dasher board³

ADDITIONS (+\$250 PER YEAR)

- **Your corporate logo** on the **Cockburn Ice Arena website²**

Purchase multiple adjacent locations to create a longer advertisement or multiple separate locations for added exposure!

¹For available advertising spaces see APPENDIX A.

²Website and print material shown on APPENDIX C.

³Provide us with your logo and our graphic design department will design your sign. Price on application. Please note dasher board artwork can not contain dark background colours.

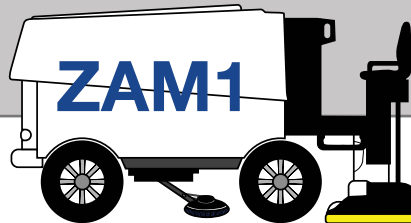


ZAMBONI ADVERTISING PACKAGES

Captivate the attention of rink spectators as we clean the ice before, after and in between hockey games and other on-ice activities including public skating and figure skating competitions.

Your company logo can be a part of this eye-catching event!
You can brand the ice resurfacer to best suit your advertising needs.
The package includes a full vinyl wrap so be creative!

ZAM PACK¹



- **30 complimentary passes** to be used in **any public session**
- **2 complimentary \$100 bar tabs**
- Your **corporate logo** on the **Cockburn Ice Arena website²**
- Your **corporate logo** on selected **Cockburn Ice Arena print material²**
- First right of refusal on renewal of your location
- Production and installation of advertising³

EXTENDED CONTRACT OPTIONS

- **\$14,300 FOR A 5 YEAR CONTRACT**

\$11,000
for 3 years

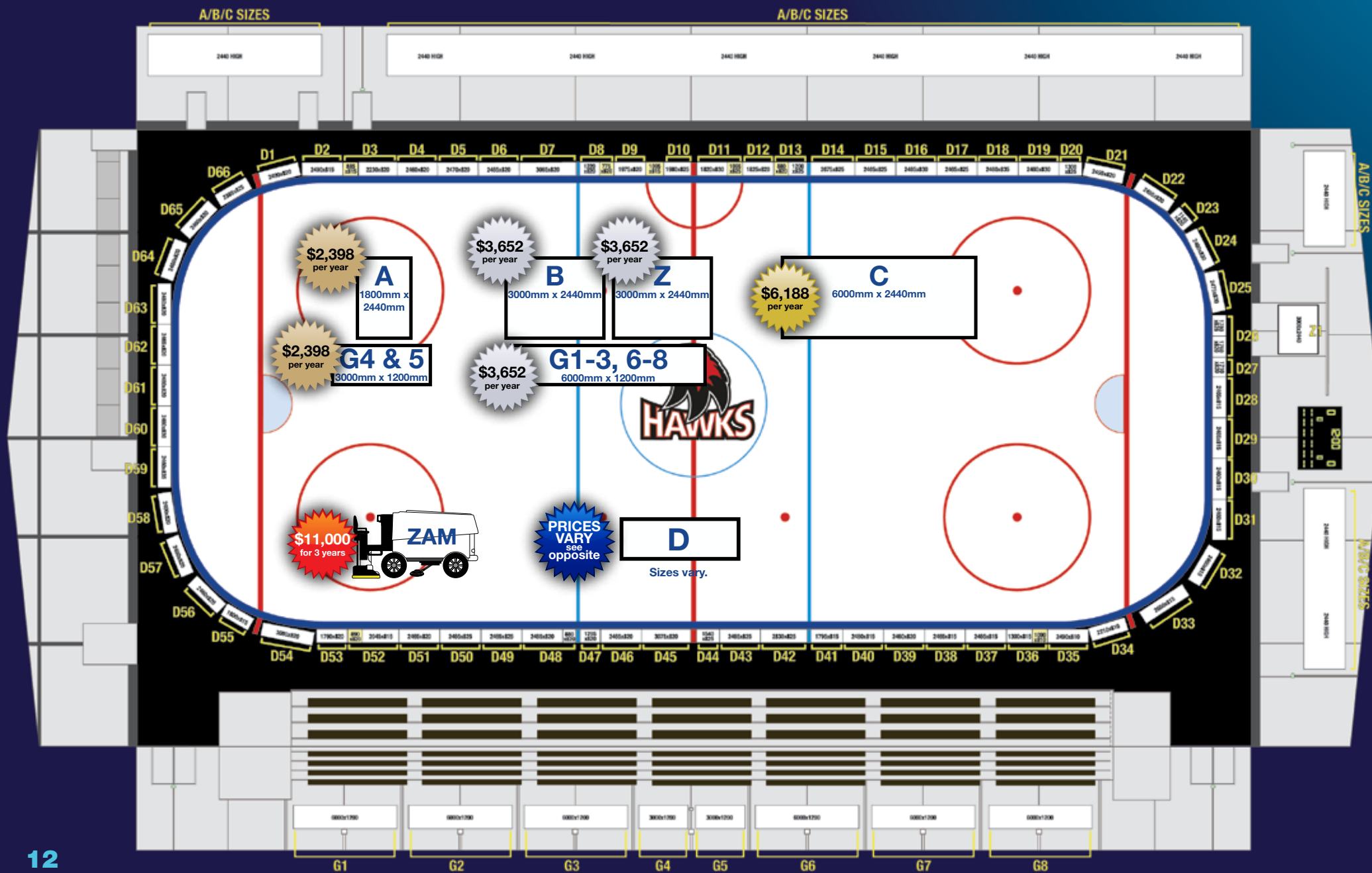


¹For available advertising spaces see [APPENDIX A](#).

²Website and print material shown on [APPENDIX C](#).

³Provide us with your logo and our graphic design department will design your sign. Price on application.

APPENDIX A - ADVERTISING SPACES



APPENDIX B - PRICES

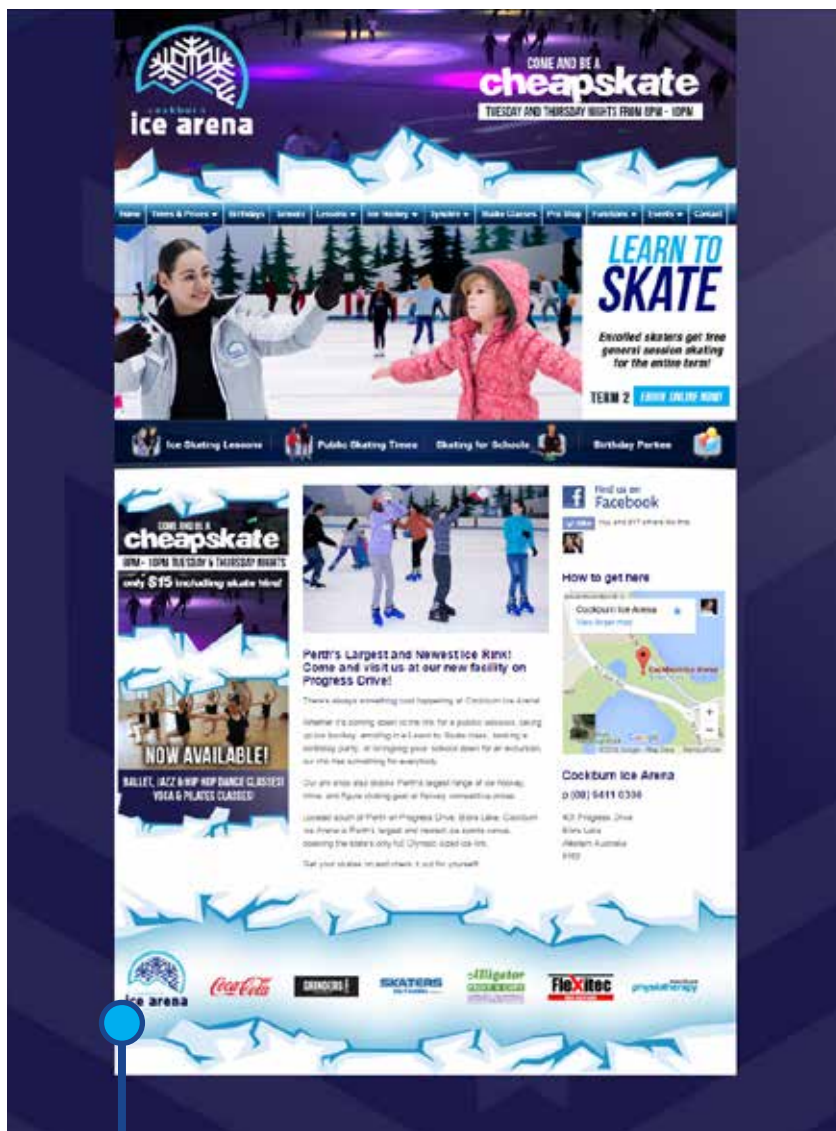
WALL SIGNAGE

SIGN	SIZE	COST/YR
■ A	1800mm x 2440mm	\$2,398
■ B	3000mm x 2440mm	\$3,652
■ C	6000mm x 2440mm	\$6,188
■ G1	6000mm x 1200mm	\$3,102
■ G2	6000mm x 1200mm	\$3,102
■ G3	6000mm x 1200mm	\$3,102
■ G4	6000mm x 1200mm	\$3,102
■ G5	6000mm x 1200mm	\$3,102
■ G6	6000mm x 1200mm	\$3,102
■ G7	6000mm x 1200mm	\$3,102
■ G8	6000mm x 1200mm	\$3,102
■ Z1	3000mm x 2440mm	\$3,652
■ ZAM1	FULL VINYL WRAP	\$11,000 / 3 years
■ ZAM2	FULL VINYL WRAP	\$11,000 / 3 years
■ ZAM3	FULL VINYL WRAP	\$11,000 / 3 years

DASHER BOARDS

SPACE	SIZE	COST/YR*	SPACE	SIZE	COST/YR*	SPACE	SIZE	COST/YR*	SPACE	SIZE	COST/YR
■ D1	2490mm x 830mm	\$2,750	■ D23	1150mm x 830mm	\$1,210	■ D45	3080mm x 830mm	\$2,000			
■ D2	2490mm x 830mm	\$2,750	■ D24	2460mm x 830mm	\$2,750	■ D46	2470mm x 830mm	\$1,650			
■ D3	3120mm x 830mm	\$3,300	■ D25	2480mm x 830mm	\$2,750	■ D47	1300mm x 830mm	\$550			
■ D4	2460mm x 830mm	\$2,750	■ D26	3540mm x 830mm	\$3,850	■ D48	3350mm x 830mm	\$2,530			
■ D5*	PLAYERS' BENCH	N/A	■ D27	1710mm x 830mm	\$1,870	■ D49	2470mm x 830mm	\$1,650			
■ D6*	PLAYERS' BENCH	N/A	■ D28	2470mm x 830mm	\$2,750	■ D50	2470mm x 830mm	\$1,650			
■ D7*	PLAYERS' BENCH	N/A	■ D29	2470mm x 830mm	\$2,750	■ D51	2470mm x 830mm	\$1,650			
■ D8	2000mm x 830mm	\$2,200	■ D30	2460mm x 830mm	\$2,750	■ D52	2940mm x 830mm	\$2,090			
■ D9	3070mm x 830mm	\$3,300	■ D31	2460mm x 830mm	\$2,750	■ D53	1790mm x 830mm	\$880			
■ D10	1780mm x 830mm	\$1,980	■ D32	2460mm x 830mm	\$2,750	■ D54	3080mm x 830mm	\$2,200			
■ D11	2920mm x 830mm	\$3,190	■ D33	2650mm x 830mm	\$2,860	■ D55	1800mm x 830mm	\$880			
■ D12	1830mm x 830mm	\$1,980	■ D34	2210mm x 830mm	\$1,320	■ D56	2460mm x 830mm	\$1,650			
■ D13	2080mm x 830mm	\$2,200	■ D35	2490mm x 830mm	\$1,650	■ D57	2460mm x 830mm	\$1,650			
■ D14*	PLAYERS' BENCH	N/A	■ D36	2390mm x 830mm	\$1,430	■ D58	2460mm x 830mm	\$1,650			
■ D15*	PLAYERS' BENCH	N/A	■ D37	2470mm x 830mm	\$1,650	■ D59	2460mm x 830mm	\$1,650			
■ D16*	PLAYERS' BENCH	N/A	■ D38	2470mm x 830mm	\$1,650	■ D60	2460mm x 830mm	\$1,650			
■ D17	2470mm x 830mm	\$2,750	■ D39	2470mm x 830mm	\$1,650	■ D61	2460mm x 830mm	\$1,650			
■ D18	2470mm x 830mm	\$2,750	■ D40	2470mm x 830mm	\$1,650	■ D62	2470mm x 830mm	\$1,650			
■ D19	2470mm x 830mm	\$2,750	■ D41	1800mm x 830mm	\$880	■ D63	2460mm x 830mm	\$1,650			
■ D20	1300mm x 830mm	\$1,430	■ D42	2830mm x 830mm	\$1,980	■ D64	2460mm x 830mm	\$1,650			
■ D21	2460mm x 830mm	\$2,750	■ D43	2470mm x 830mm	\$1,650	■ D65	2460mm x 830mm	\$1,650			
■ D22	2460mm x 830mm	\$2,750	■ D44	1540mm x 830mm	\$550	■ D66	2390mm x 830mm	\$1,540			

APPENDIX C - WEBSITE AND SELECTED PRINT MATERIALS



Your 100x100px logo on the footer of our Home page.

	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM
MONDAY	10am - 12pm general session		ICE CUT \$10 SKATE ON	1pm - 3pm general session		ICE CUT	4pm - 6pm LTS LESSONS						
TUESDAY	10am - 12pm general session		ICE CUT \$10 SKATE ON	1pm - 3pm general session									
WEDNESDAY													
THURSDAY	10am - 12pm general session		ICE CUT \$10 SKATE ON	1pm - 3pm general session		ICE CUT	4pm - 6pm LTS LESSONS						
FRIDAY	10am - 12pm general session		ICE CUT \$10 SKATE ON	1pm - 3pm general session									
SATURDAY													

Your logo on our public session timetable, our most referenced document.



Your logo on the footer of our A3 event posters. These are displayed in house, and also distributed via email and our Facebook page, which currently has over 8,500 likes.



SKATING SESSIONS BIRTHDAY PARTIES ICE HOCKEY THEME NIGHTS & EVENTS ICE SKATING LESSONS SYNCHRONISED ICE SKATING FIGURE SKATING
ICE DANCE FUNDRAISERS TEAM BUILDING SKATING AS A SCHOOL SPORT DANCE STUDIO YOGA PILATES PRO SHOP PRIVATE ICE HIRE