

The Aud

& COMMUNITY ARENAS

ADVERTISING & SPONSORSHIP OPPORTUNITIES



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www.TheAud.ca

ABOUT THE AUD & ARENAS

The Aud and Kitchener's community arenas are the heartbeat of local sports and events. From OHL hockey and concerts to trade shows and community programs, these venues draw loyal crowds year-round.

At the center is The Aud—Kitchener's top event facility—featuring three ice surfaces and a packed calendar of high-profile events. Surrounding it, versatile community arenas host everything from hockey and boxing to pickleball and lacrosse, offering advertisers consistent visibility and engagement.



OUR ARENAS

- **The Aud (Kinsmen and Kiwanis)** – Three ice surfaces, home of the Kitchener Rangers, major concerts, trade shows, and community events.
- **Activa Sportsplex** – Twin pads, home to Kitchener Jr. Rangers AAA, boxing academy, walking track, and concessions.
- **Sportsworld Arena** – Twin pads, high-traffic venue for minor hockey, tournaments, Victus Academy, and recreational skating.
- **Don McLaren Arena** – Single pad, community-focused programming.
- **Grand River Arena** – Single pad, community-focused programming.
- **Lions Arena** – Single pad, community-focused programming.
- **Queensmount Arena** – Multi-use space (no ice), used for pickleball, lacrosse, inline, and special events.

CONTACT

The Aud

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Digital Screens

YOUR LOGO

DRESSING ROOMS
JANUARY 17, 2023

Tuesday

- 10:00am - 11:00am • KINSMEN | FREE SKATE | Rooms 1 & 5
- 2:00pm - 4:00pm • KINSMEN | WCCSAA | Rooms: FHCI (7) vs. SSS (3)
- 4:00pm - 5:00pm • KIWANIS | Desouse Hockey | Rooms (2) & (6)
- 5:00pm - 6:00pm • KINSMEN | Rep U14 BB/B Red | Rooms 1 & 5
- 5:15pm - 6:15pm • KIWANIS | KRA | Rooms 4 & 8
- 6:00pm - 7:30pm • KINSMEN | Rep U15 AAA | Rooms 3 & 7
- 6:00pm - 7:00pm • DOM CARDILLO | Kool Hockey | Rooms (1) & (3)

YOUR LOGO **YOUR LOGO**

Dressing Room Static Ad

Place your brand beside dressing room assignments at main entrances—seen by players, parents, and fans.

\$1,500

\$2,000

Events Static Ad

Make a bold impact with a permanent ad around Upcoming Events screens.

\$1,500

\$2,000

YOUR LOGO

ROAD TO WRESTLEMANIA

★ KITCHENER, ON ★
SUNDAY ★ 7:00PM
MARCH 5
TICKETS START AT \$20

The Aud **KW**

YOUR LOGO **YOUR LOGO**

MEET THE RANGERS!

SCAN HERE

2023 RANGERS DOWNTOWN SHOWDOWN

3-ON-3 COMP.

www.liftow.com

liftow TOYOTA

Rotation Ad Events

Get noticed with a 15-second rotating ad on our Upcoming Events screens.

\$375

\$500

Arena Price Tier Legend

Tier 2 – Standard Rate

Lions | Don McLaren
Grand River | Queensmount

Tier 1 – Premium Rate

The Aud | Sportsworld
Activa Sportsplex

Pricing is for 12 months, per TV, excluding HST. Monthly or bundled options may be available.

Outdoor Digital



Billboard Sign

Positioned by the bustling HWY 7, this display offers visibility and exposure to over 40,000 vehicles daily. Ad is in rotation.

\$750

Month

\$8,000

Year

Events Static Ad

Spanning 26' x 4' in size, these displays offer unparalleled visibility situated at both main entrances. Ad is in rotation.

\$300

Month

\$3,000

Year



Activa Billboard

Reach thousands of visitors every week — athletes, families, and fans. Right by St. Mary's High School and Activa's main entrance. Ad in rotation.

\$500

Month

\$5,000

Year



Arena Location Legend

The Aud

Activa Sportsplex

Print Ads



Rink/Glass Boards

Put your brand on the boards - prime visibility where fans focus most.

\$650

\$800

Zamboni Wraps

Drive your brand across the ice with a high-visibility Zamboni wrap - where every lap makes an impression.

\$2,250

\$3,000



Ice Logo

Place your brand front and centre - literally. In-ice logos offer premium visibility during games, practices, and public skating.

\$1,650

\$2,200

Arena Price Tier Legend

Tier 2 - Standard Rate

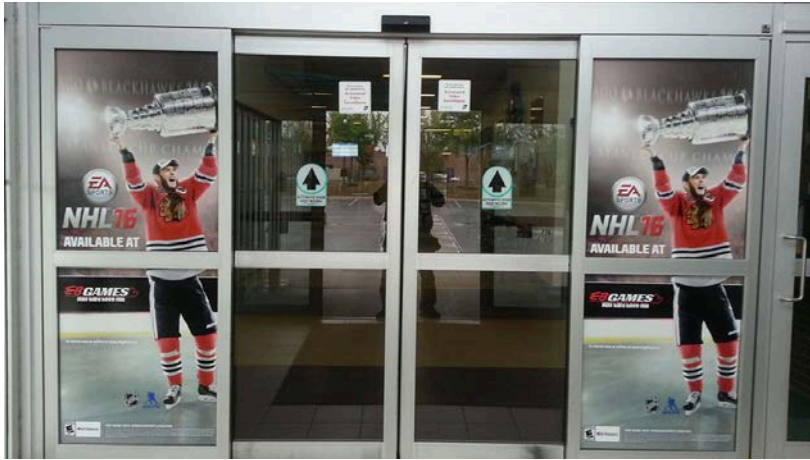
Lions | Don McLaren
Grand River | Queensmount

Tier 1 - Premium Rate

The Aud | Sportsworld
Activa Sportsplex

Pricing is for 12 months, excluding HST. Bundled options may be available.

Print Ads



Wall Wraps/Banners

Make a statement that sticks – wall wraps and banners offer bold, lasting brand presence in high-traffic areas.

\$1,650

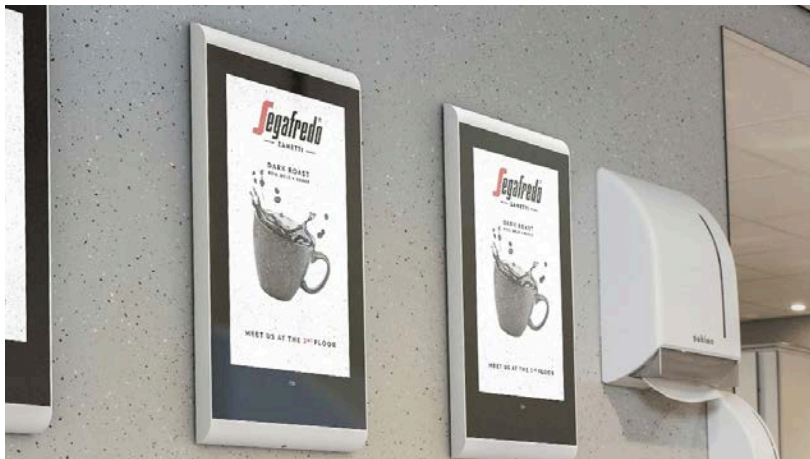
\$2,200

Floor Decal/Waste Bins

Guide the crowd and grab attention – floor decals turn foot traffic into brand impact.

\$525

\$700



Restrooms

Catch attention in high-traffic, high-dwell time spaces – restroom ads deliver lasting impressions.

\$525

\$700

Arena Price Tier Legend

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Lions | Don McLaren
Grand River | Queensmount

Tier 1 – Premium Rate

The Aud | Sportsworld
Activa Sportsplex

Pricing is for 12 months, excluding HST. Monthly or bundled options may be available.

Sponsorships

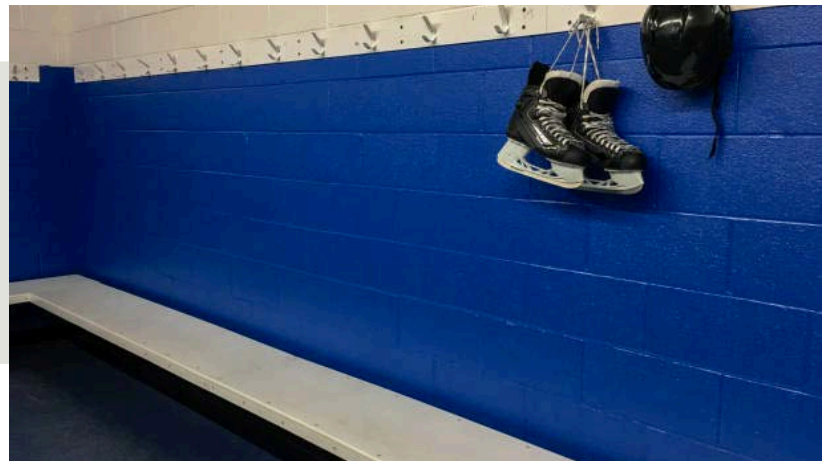


Fan Services – The Aud

Showcase your brand at two key guest service hubs – one open daily, and one inside Dom Cardillo Arena during major events. High visibility, high impact.

Dressing Rooms

Put your name where teams gather. High-traffic dressing room areas offer exposure to local sports and community events.



Community Sport/Rec

Other sponsorship opportunities include Public Skates, Pickleball, and Rollerskating – engaging activities with strong community reach and year-round visibility.

For more information on sponsorship opportunities and customized pricing options, please contact us directly. We're happy to explore ways to align your brand with our community spaces.