

How can we provide your business with advertising results?

In a continual effort to partner with area civic groups, businesses, and non-profit organizations, the New Britain Parks and Recreation Department is offering a commission of 50% of the net profit of any advertisement signage sold by that particular organization over \$2,000. This is an excellent opportunity to generate additional funds for your business or organization.



New Britain Parks & Recreation Department
27 West Main Street
Room 302
New Britain, CT 06051

Phone: 860.826.3359
Fax: 860.612.4200
E-mail: cbowman@newbritainct.gov



TAKE ADVANTAGE OF A GREAT ADVERTISING OPPORTUNITY



VETERANS STADIUM WILLOW BROOK PARK 2015



New Britain Parks & Recreation Department



SIGNAGE PRICING OPTIONS

VETERANS STADIUM AT A GLANCE

Opened in 1982, Veterans Stadium has a seating capacity of 8,800. Now that the stadium is equipped with a renovated press box, new bleacher backs, 9-lane synthetic track, new Sprinturf synthetic playing surface and updated sound system, Willow Brook Park will continue to be the epicenter of Connecticut Sports. Veterans Stadium continues to host high level events and competitions on a yearly basis. Events over the past 5 years include:

- CIAC Track and Field State Championships
- CIAC State Soccer Championships
- AAU Region 1 Youth Track and Field Regional Championships
- NBHS football and soccer games
- Turkey vs Northern Ireland International Soccer
- New England Revolution Soccer
- US Bands Regional Band Championships
- Annual NB vs Berlin Wishbone Bowl
- CIAC State Football Championships
- Nutmeg State Games
- USATF-CT State Track Meet
- New England High School Track & Field Championships



Scoreboard Signage.....\$6,000/yr
3'x12' - Get the most spectator views of any ad space inside Veterans Stadium!

Stadium Seating.....\$3,000/yr
4'x20' - These premium signs are located behind the top row of seating in the stadium.



Concourse Signage.....\$2,000/yr
8'x16' - These vibrant signs are visible underneath the stands where the concession stands are located.



Inner Fence Sign.....\$1,500/yr
4'x12' - These signs are visible from the home bleachers.



Electronic Message Center.....\$1,000/yr
Your company name and tag line displayed at least 6 times per event. New LED color message center with video capabilities.



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