

APPENDIX E: Schedule E - Advertising Vale Health and Wellness Centre (VHWC)

Advertising (Subject to developing policy framework for Advertising and Licensing Agreements)		Term	2021 Fee	2022 Proposed Fee
West Side Road MESSAGE BOARD (static) Community Groups and Organizations		Per week	\$39.00	\$39.00
VHWC Marque (scroll)		Per week	\$20.00	\$20.00
VHWC Video Monitors		Per week	\$39.00	\$39.00
Discount* - Not-for-Profit/Community Group (with proof of Registered Charitable Number)			50%	50%
Discount* - Multiple Booking (if two or more outlets are reserved for two or more weeks)			25%	25%
* Only one discount can be applied.				
VHWC - Hockey Dressing Rooms**		Each/Yearly	\$209.00	\$213.00
VHWC - Rink 1 4x8 Boards**		Each/Yearly	\$1,250.00	\$1,275.00
VHWC - Rink 1 Press Box Wrap**		Each/Yearly	\$7,290.00	\$7,440.00
VHWC - Rink 1 Score Clock**		Each/Yearly	\$2,604.00	\$2,656.00
** Contract terms are based on five years.				

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Ice Logos*	2021 Fees			2022 Proposed Fees		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Rink 1 - Logo #2	\$1,479.00	\$676.00	\$676.00	\$1,508.00	\$690.00	\$690.00
Rink 2 - Logo #2	\$1,301.00	\$536.00	\$536.00	\$1,327.00	\$547.00	\$547.00
Rink 1&2 - Logo #2 - 1 yr term	\$2,363.00	N/A	N/A	\$2,410.00	N/A	N/A
Rink 1&2 - Logo #2 - 3 yr term (15% discount**)	\$2,780.00	\$821.00	\$821.00	\$2,836.00	\$837.00	\$837.00
Rink 1 - Goal Lines- Logo #6 (two logos)	\$1,428.00	\$1,176.00	\$1,176.00	\$1,456.00	\$1,200.00	\$1,200.00
Rink 2 - Goal Lines- Logo #6 (two logos)	\$1,224.00	\$953.00	\$953.00	\$1,248.00	\$972.00	\$972.00

*The design and creation of logo not included.

**15% discount does not apply for 2 logos on the same ice surface.

The opportunity to bundle advertising/sponsorship to be negotiated using approved rates.