

Winding River Ice Rink Naming Rights



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Sponsorship & Advertising Sales

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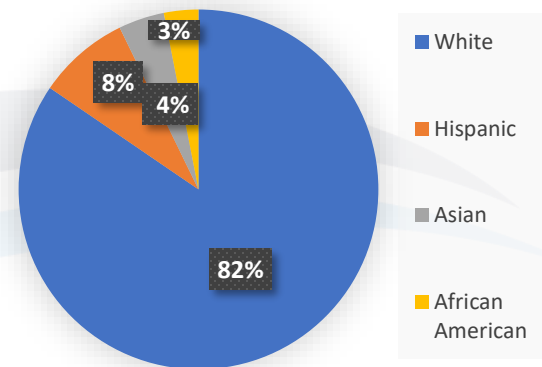
Demographics

- 602,081 Ocean County population
 - Toms River population 89,254 (15% of the county's population)
- Average household income: \$76,093 (\$65,712 for U.S.)
- Median age: 43
- Male: 48% Female: 52%
- 14,000+ businesses in the county

Median Property Value: \$281,300

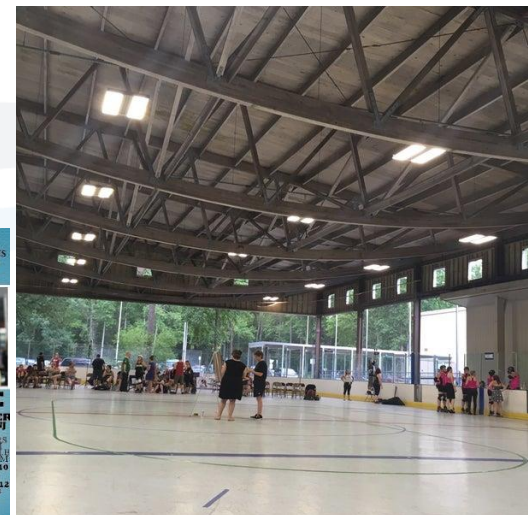


Race



About Winding River Skating Center

- Owned and operated by the township of Toms River
- Located on Oak Ridge Parkway, Toms River, NJ
- Two ice rinks:
 - Outdoor rink used in winter for hockey and recreational skating
 - Indoor rink used for hockey, rentals, recreational skating
- 220,000+ people per year visit the rinks



Sponsors



K&M TIRE & AUTO

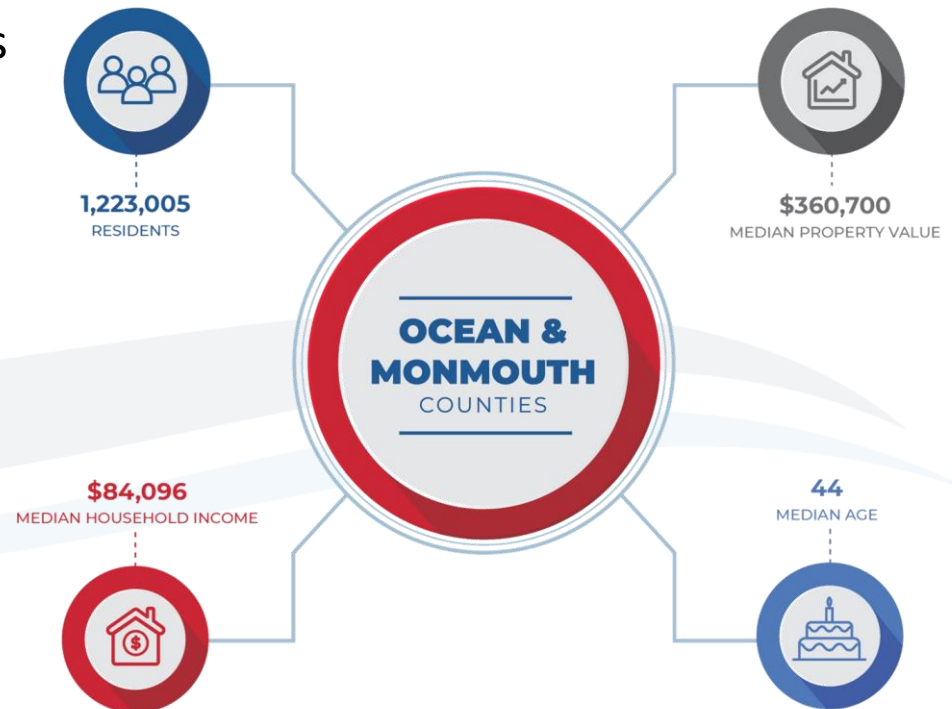


A.G. DEVELOPMENT MARINE, L.L.C.





- The Ice Rink attracts teams, clinics and the public from throughout Ocean and Monmouth Counties
- The two counties combined is 1,223,005 people

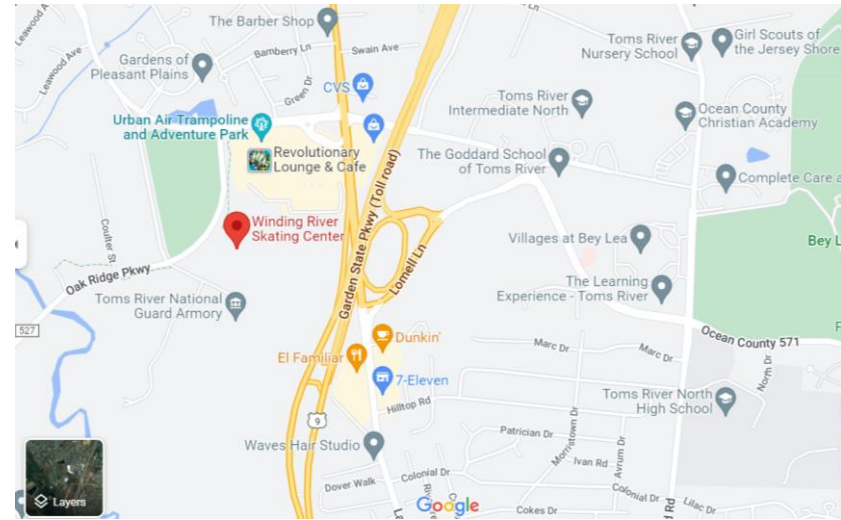


Ice Rink

Rink used by:

- High schools for competition
- Community open skate
- AAHA Youth Hockey League
- Eastern Junior Elite Hockey league
- Roller Derby (outdoor rink)

~220,000 people per year



Ice Rink Signage

Name on front of building

- Visible from road
- Average Annual Traffic Count for Whitesville Road **2,448,785 cars per year***



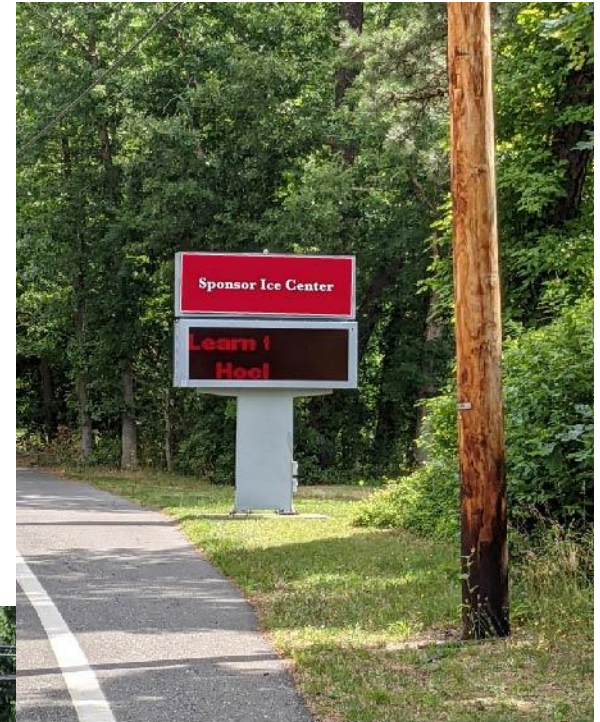
*Source: NJ DOT 2019

Signage on Whitesville Road

Marquee static sign on Whitesville Road

Marquee static sign on Whitesville Road
and Oak Ridge Parkway

- Visible from both directions
- Average Annual Traffic Count **2,448,785 cars per year***



Directional Signage on County 571/Indian Head Road

Directional signage on 571/Indian Head Road

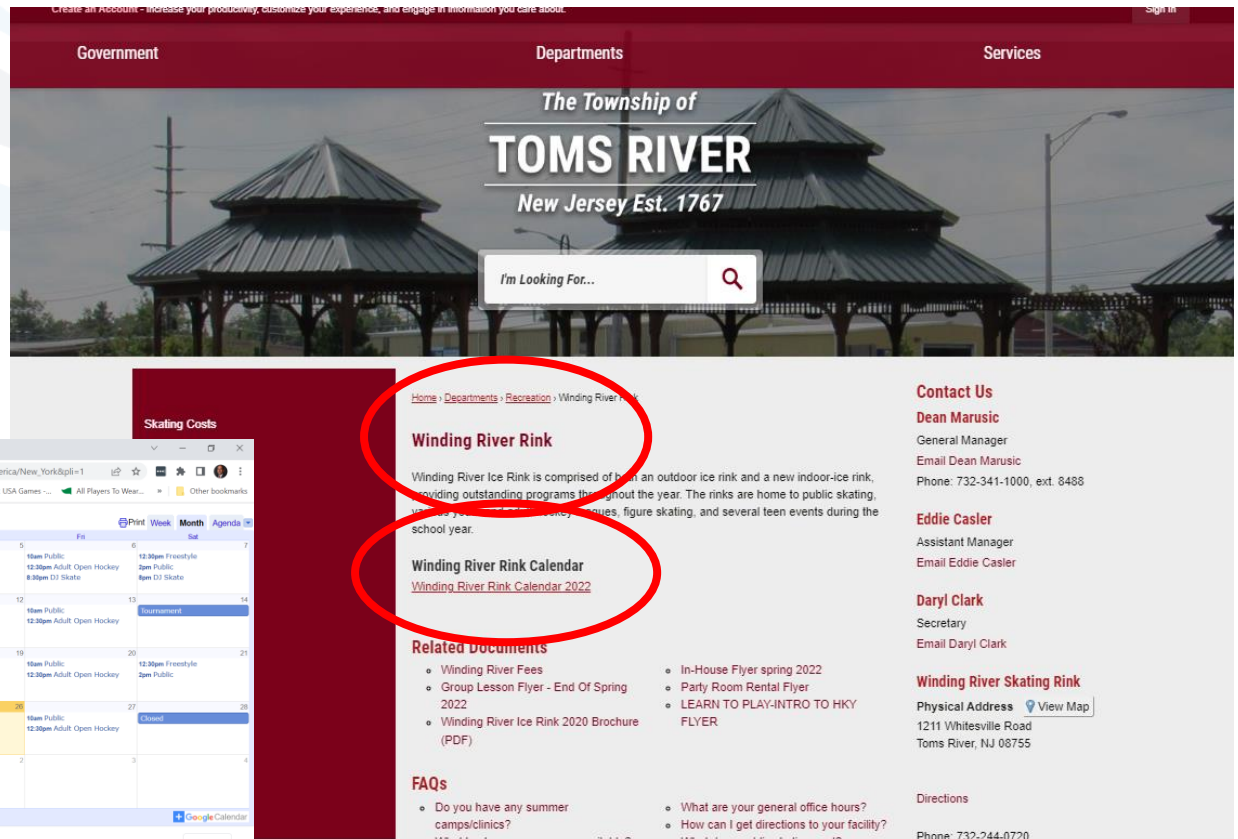
- Visible from both directions
- Average Annual Traffic Count **8,340,250*** cars per year



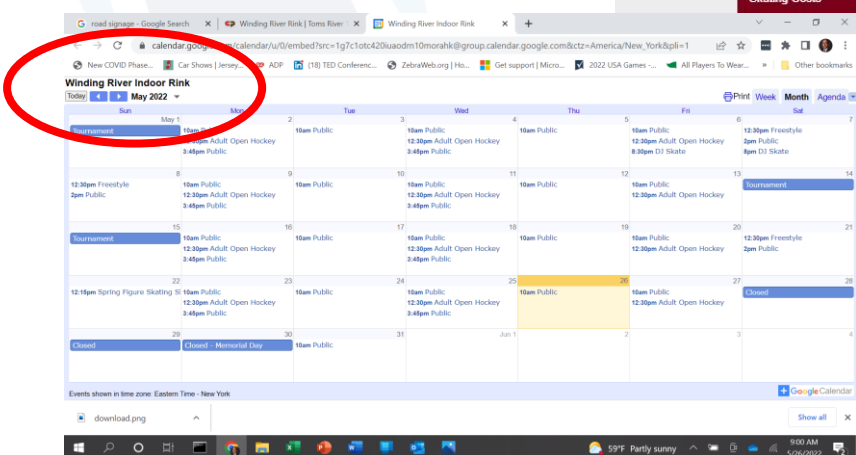
Website

Name on Website ice rink pages and calendar

- Annual page views: 55,276
- Annual unique visitors: 43,783



The screenshot shows the website for the Township of Toms River. The navigation menu includes 'Government', 'Departments', and 'Services'. The main header features the township name and a search bar. The content area is divided into sections: 'Skating Costs', 'Winding River Rink', 'Winding River Rink Calendar', 'Related Documents', and 'FAQs'. The 'Winding River Rink' section is circled in red and contains the text: 'Winding River Ice Rink is comprised of both an outdoor ice rink and a new indoor-ice rink, providing outstanding programs throughout the year. The rinks are home to public skating, Winding River Skating Club, figure skating, and several teen events during the school year.' The 'Winding River Rink Calendar' section is also circled in red and contains the text: 'Winding River Rink Calendar' and 'Winding River Rink Calendar 2022'. The 'Related Documents' section lists various flyers and brochures. The 'FAQs' section lists questions about summer camps and general office hours. The right sidebar contains contact information for Dean Marusic, Eddie Casler, and Daryl Clark, along with the physical address and a view map link.



The screenshot shows a Google Calendar for the Winding River Indoor Rink. The calendar is for May 2022 and shows a weekly schedule of events. The events are circled in red. The events include: 'Tournament' on May 1st, 15th, and 22nd; '12:30pm Freestyle 2pm Public' on May 8th, 15th, and 22nd; '12:30pm Adult Open Hockey 3:45pm Public' on May 1st, 8th, 15th, 22nd, 29th, and 31st; and '12:15pm Spring Figure Skating' on May 22nd. The calendar also shows 'Closed' days for Memorial Day (May 30th) and Jun 1st.

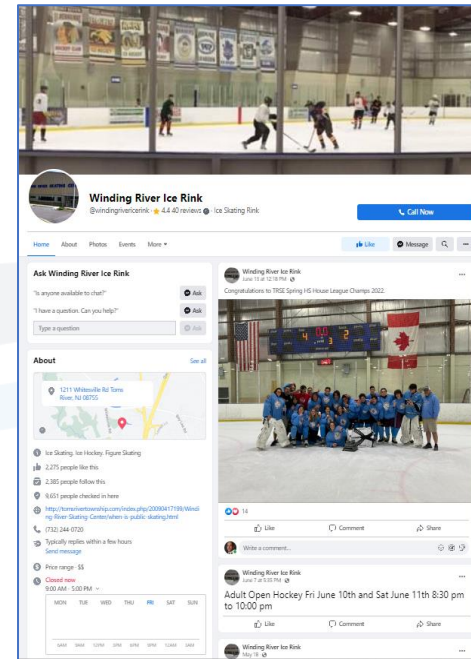
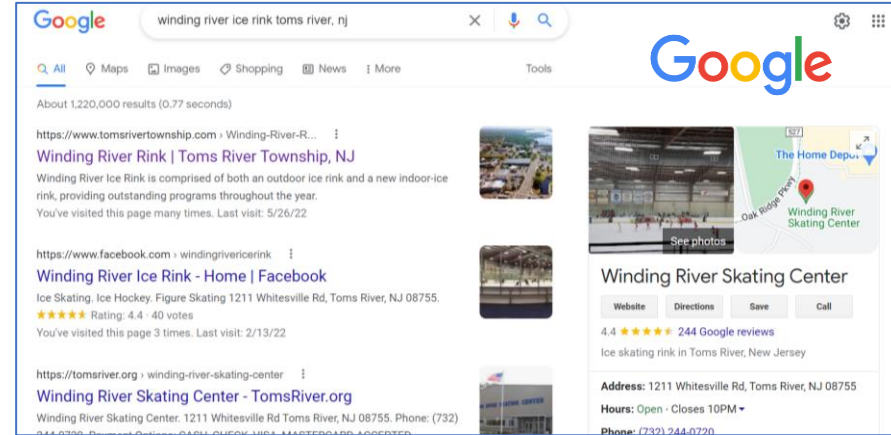
Social Media

Google search results: 1,810,000

Facebook: 2,278 follow

9,254 checked in

Name included on all social media posts





- Use of rink once a year without rental fee.
 - Company outing
 - Company meeting
 - Company family night
- Food, beverage and cleanup extra
- Based on availability at time of booking



Investment

More than 15,259,320 impressions per year

Schedule a presentation by calling

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