



SPONSORSHIP &  
ADVERTISING OPPORTUNITIES  
2020 - 2021



LAKE PLACID  
OLYMPIC SITES

**“An integrated approach for your business’ marketing solutions.”**

On behalf of the Olympic Regional Development Authority, we would like to offer your business the opportunity to become a partner in a myriad of Authority activities and events. Our Corporate Development staff would like to discuss the many sponsorships, promotion and advertising platforms that are available on a year-round or seasonal basis.

Summer and winter seasons are busy with approximately 880,000 visitors coming through ORDA turnstiles at four venues each year. We can offer you a multitude of opportunities; from our digital advertising screens and in-house publications to our website and social media to venue signage and events. ORDA is ready to deliver your concise message in print, on-line and on site with the assistance of our Corporate Development staff.

With the capital investments from the state of New York our venues will be seeing the biggest changes since the 1980 Olympics. At Whiteface Mountain our snow making capabilities continue to increase and become more efficient and our new lodge areas have opened additional space to enjoy a day at the mountain even more. Our Olympic Sports Complex will be getting a mountain coaster, a new lodge and will soon become one of the busiest trail heads for hiking in the Adirondacks.

Please review the diverse offerings contained herein. You may choose to be a part of any of these a la carte offerings or select one of our bundled packages. If you are not seeing something that fits your advertising needs please reach out so we can build a customized package together. We believe in building the best package to meet your marketing needs! If you have any inquiries, please do not hesitate to contact us. We look forward to continuing partnerships and creating new ones for our future.



## Whiteface & Lake Placid Olympic Sites Advertising Assets

Choose one or a combination of the following (\*Please note that prices include sign print production costs only and does not include art design charges. You are responsible for providing high resolution PDF, EPS, Adobe Illustrator or vector art files).

There are many options beyond this asset list, contact us today to put together a custom package that meets your advertising or sponsorship needs. Bundle multiple assets for the best value!

### 1980 Herb Brooks Arena

- Mezzanine Sign
- Dasher Board Decal
- Scoreboard Inserts
- In-Ice Logo (1 Location)

### USA Rink

- Dasher Board Decal
- In-Ice Logo (2 Locations)
- Scoreboard Inserts

### Mt. Van Hoevenberg Sports Complex

- Interior Lodge Signage
- Mountain Coaster Front or Side Decals
- Awards Stadium Signage
- Biathlon Stadium Signage
- Cross Country Center Signage
- Hiking Information Signage

### Digital Advertising Options

- Digital Signage at ORDA Venues 24+ Screens
- Two-Week Long Web Promotions
- Email Footer Advertising
- Lodging Listing
- Business Listing
- Social Media Promotions

### 1932 Rink - Jack Shea Arena

- Mezzanine Sign
- Dasher Board Decal
- Scoreboard Inserts
- In-Ice Logo (1 Location)

### Olympic Jumping Complex

- Gondola Decal
- Interior Lodge Signage

### Whiteface Advertising Assets

- Gondola Cabins
- Lift Line Trail Map
- Interior Lodge Signage
- Exit Road Signage
- Full Bench (Year-Round/Winter Only)
- Ski Rack Winter Only Exposure
- Zero-Sort Recycling Container Signage

**PLEASE NOTE:** The advertiser is responsible for providing print-ready artwork for their signage in the form of a high resolution PDF, EPS, Adobe Illustrator or Vector Art File. All prices include production fees for your signagw, if you choose a dasher sign, we produce two signs per year (May & September). If you wish to replace your existing dasher sign at other times throughou the year, there will be an additional charge of \$150/sign, plus the cost of sign production. The Olympic Authority may, on ocassion, need to alter signage and dasher looks because of special events. **Summer season artwork is due May 1st, winter season artwork is due September 1st. Artwork received after these deadlines may experience delays in installation.**

**Duration of agreement will be for one (1) year upon signed date.**



## The Whiteface Bundled Package *Limited Availability*

**This package provides a diverse mix of Whiteface signage, digital advertising as well as website promotions and a lift ticket credit to be used at your discretion.**

### **SIGNAGE**

Whiteface On-Mountain & Lodge Signage

- One (1) Winter Bench on Mountain Sign
- One (1) Interior Lodge Sign location to be mutually agreed upon
- One (1) Ski Rack at Base Lodge or Bear Den

Digital Signage Across all ORDA Venues

Digital signage across 4 Olympic venues, approximately 24 screens available. Four (4) 15-second spots per hour on each screen. You may choose to use up to 4 static images or 1 video for your 15-second spot. 1 minute of screen time every hour! Your message plays nearly 800 times a day.

### **WEBSITE LISTING & DIGITAL SKI MAGAZINE**

This package offers 1 of 8 premium placements (Gold Level Package) located on both the Lake Placid Olympic Sites and Whiteface websites (LakePlacidOlympicSites.com, MtVanHoevenberg.com and Whiteface.com).

**GOLD LODGING LISTING PACKAGE** – Properties will have a large featured listing block with a photo at the top of our lodging page. The listing also includes a short description, contact information, “go to website” link, and a link to learn more information. That link goes to a lodging details page hosted on both whiteface.com and lakeplacidolympicsites.com with a long description of the property, available amenities, a link to the property website and a gallery of additional photos. This package also includes two (2) two-week long promo boxes to be placed on three additional interior pages of the site with high traffic metrics (dates to be mutually agreed upon; one per website [WF, MVH & LPOS]). Listing is also included in the Digital Whiteface Lake Placid Ski Magazine.

### **PLUS**

- Two (2) two-week long promo boxes to be placed on three additional interior pages of the site with high traffic metrics (dates to be mutually agreed upon; on one of the websites [whiteface.com, MtVanHoevenberg.com or LakePlacidOlympicSites.com])
- One (1) e-newsletter sponsorship opportunity
- Lift Ticket Credit - \$500 of credit towards Whiteface/Gore/Belleayre lift tickets



## The Ultimate Bundled Package *Limited Availability*

This package includes year round signage at Whiteface and the Olympic Center as well as digital advertising across all venues, web promotions and a lift ticket credit.

### SIGNAGE

Olympic Center Signage:

- One (1)1980/Herb Brooks Arena- Mezzanine
- One (1)1932/Jack Shea Arena- Mezzanine
- One (1)USA Rink- Dasher

Whiteface Signage:

- One (1)Winter Bench
- Five (5) Gondola Cabin- Ceiling
- One (1) Lift Line Trail Maps- On or Near
- One (1)Ski Rack

### Digital Signage Across all ORDA Venues

Digital signage across 4 Olympic venues, approximately 24 screens available. Four (4) 15-second spots per hour on each screen. You may choose to use up to 4 static images or 1 video for your 15-second spot. 1 minute of screen time every hour! Your message plays nearly 800 times a day.

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### PLUS

- Two (2) two-week long promo boxes to be placed on three additional interior pages of the site with high traffic metrics (dates to be mutually agreed upon; on one of the websites [whiteface.com MtVanHoevenberg or LakePlacidOlympicSites.com])
- 1 promotional opportunity offered via our social media outlets



## The Digital Bundled Package *Limited Availability*

This package provides a diverse mix of digital advertising, website promotions and a lift ticket credit to be used at your discretion. A great way to be in front of our guests at every venue as well as increasing your reach through online exposure. This is ideal for businesses that want to reach a variety of our guests.

**DIGITAL ADVERTISING:** 12 months of digital advertising across all ORDA Venues. 24 screens playing your ad a minimum of four times per hour. The ads can be static images or a 15 second video.

**WEBSITE LISTING & DIGITAL SKI MAGAZINE:** This package offers 1 of 8 premium placements (Gold Level Package) located on both the Lake Placid Olympic Sites and Whiteface websites (LakePlacidOlympicSites.com, MtVanHoevenberg.com and Whiteface.com).

**GOLD LODGING LISTING PACKAGE** – Properties will have a large featured listing block with a photo at the top of our lodging page. The listing also includes a short description, contact information, “go to website” link, and a link to learn more information. That link goes to a lodging details page hosted on whiteface.com, mtvanhoevenberg.com and lakeplacidolympicsites.com with a long description of the property, available amenities, a link to the property website and a gallery of additional photos. This package also includes two (2) two-week long promo boxes to be placed on three additional interior pages of the site with high traffic metrics (dates to be mutually agreed upon; one per website [WF, MVH & LPOS]). Listing is also included in the digital Whiteface Lake Placid Ski Magazine.

**WEBSITE PROMOTIONS:** Two (2) two-week long promo boxes to be placed on three additional interior pages of the site with high traffic metrics (dates to be mutually agreed upon; on one of the websites [whiteface.com, MtVanHoevenberg.com or LakePlacidOlympicSites.com])

**E-MAIL FOOTER:** One (1) e-newsletter sponsorship opportunity

**SOCIAL MEDIA EXPOSURE:** Two (2) social media promotional posts



## Digital Ski Magazine & Online Business Listing Options

Our websites are getting a new look for the 2020-2021 season! We have created more offerings for lodging properties to best showcase their property. These packages include the Whiteface.com, MtVanHoevenberg.com and the LakePlacidOlympicSites.com websites as well as the destination digital ski magazine. We have an improved and efficient way for you to submit your lodging information to us. Contact Katrina today to get started!

The website metrics for Whiteface.com from last year are:

**Report Year:** April 1, 2019 – March 31, 2020

**Total Events on Lodging Page:** 66,126

**Unique Events on Lodging Page:** 47,704

*(Unique Events are a count of the number of times an event with the lodging label value was seen at least once within a session.)*

**Check out our bundled packages to get the best value of assets, including the Gold Lodging Listing!**

### **GOLD LODGING LISTING PACKAGE** – *Limited to 8 opportunities* **\$2200**

For top level exposure we offer our Gold Level Lodging Package. Properties will have a large featured listing block with a photo at the top of our lodging page. The listing also includes a short description, contact information, “go to website” link, and a link to learn more information. That link goes to a lodging details page hosted on both whiteface.com and lakeplacidolympicsites.com with a long description of the property, available amenities, a link to the property website and a gallery of additional photos. This package also includes two (2) two-week long promo boxes to be placed on three additional interior pages of the site with high traffic metrics (dates to be mutually agreed upon; one per website [WF, MVH & LPOS]). Listing is also included in the Digital Whiteface Lake Placid Ski Magazine.

### **SILVER LODGING LISTING PACKAGE** – *Limited to 6 opportunities* **\$1250**

Our silver package includes a half page listing block with a medium-sized image on our lodging page. The listing also includes a short description, contact information, “go to website” link, and a link to learn more that goes to a lodging details page hosted on whiteface.com, MtVanHoevenberg.com and lakeplacidolympicsites.com with a long description of the property, available amenities, and a link to the property website. Listing is also included in the digital Whiteface Lake Placid Ski Magazine.

### **BRONZE LODGING LISTING** - **\$500**

Our bronze lodging listing is the most basic listing we offer. It includes a small photo (1/4 size of the page) with the lodging name, “go to website” link, and contact information hosted on Whiteface.com, MtVanHoevenberg.com and LakePlacidOlympicSites.com. Listing is also included in the Digital WhitefaceLake Placid Ski Magazine.

### **BUSINESS LISTING PACKAGES**

Please contact Katrina directly for business listing information.