



Dear Flyer Supporter,

The Sioux lookout Flyers averaged over 315 fans per game, the highest average in the league. This year we will be a six (6) team league with new teams from Spooner Wilderness, Duluth Clydesdales joining Dryden Ice Dogs, Fort Frances Lakers, Ft. William Northstars and Sioux Lookout Flyers. The arena is receiving improvements with new interior paint, some heat added for the fans in the facilities and new ice making equipment. We are anticipating an increase in fan base. Randy is presently building a team to be very competitive for the coming season.

The Sioux Lookout Flyers have partnered with the Sioux Lookout Community Services Department and the Arena for In-Ice Surface Advertisement Revenues. This packages outlines the agreement for yearly leasing the following spaces attached in the "Jet Ice Hockey Layout" to be leased for a three (3) year period:

- | | |
|------------------------------------|---------------------------|
| 1. C1- | Annual Fee \$1000.00 |
| 2. D1 and D2- | Annual Fee Shared with C1 |
| 3. E and F- | Annual Fee \$750.00 |
| 4. A1, A2, B1, B2, E1, E2, F1, F2- | Annual Fee \$500.00 |
| 5. G, G1, G2, H, H1, H2- | Annual Fee \$400.00 |

Jet Ice provides the Digital Logos in reusable textile material for a cost of \$4.50/sq.ft. Please provide your Computer Logo in Vector Graphics along with your Facility Advertisement Contract. We will order the Digital Logo Material and store it for the three-year period of the lease agreement.

Please review the attachments:

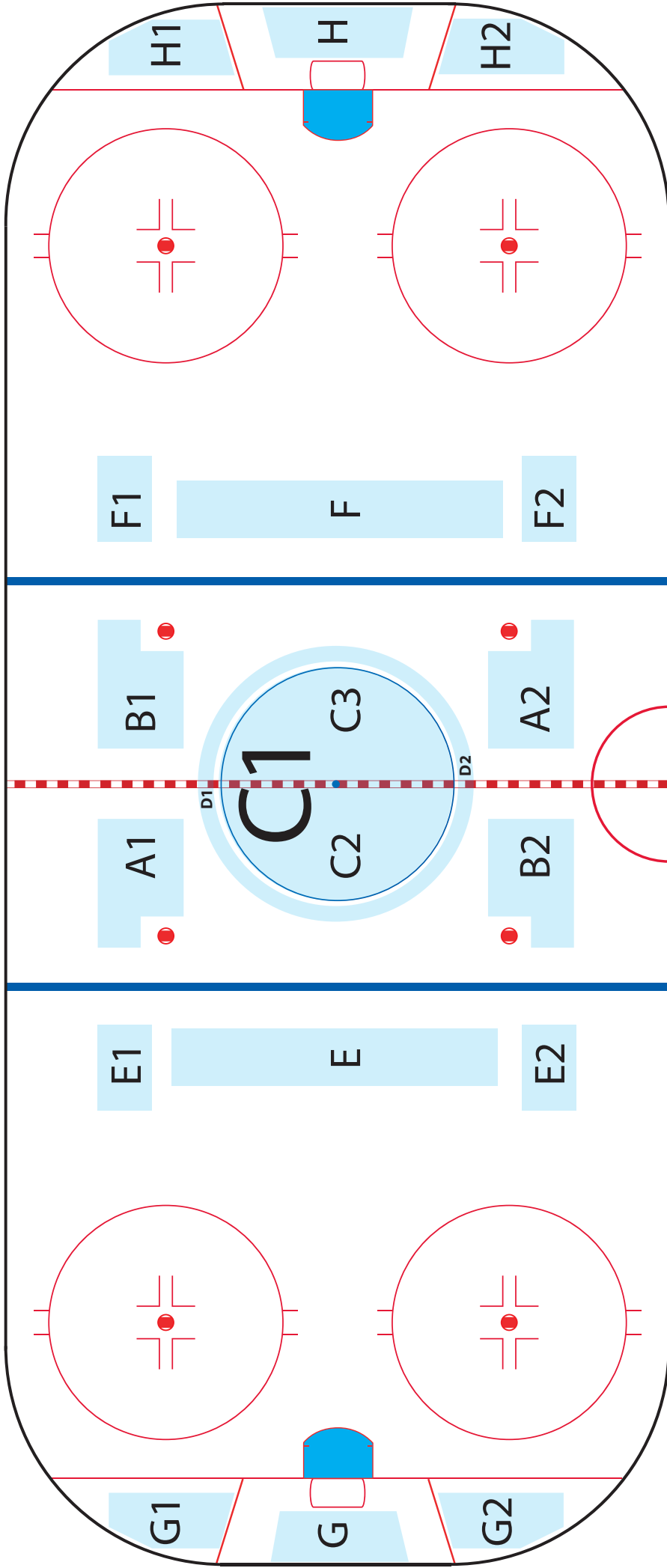
1. Sign the Facilitation Advertisement Contract,
2. Forward the 50% annual fee plus the cost of the In-Ice Digital Logo in Jet Ice Reusable Textile,
3. Provide your logo in vector format before the Ice Surface Advertisement can be ordered by August 1, 2010 and in time for the August 15 ice installation.

If you have any questions please contact Les Wills, 737-3271, cell 737-0798 and/or email marketing@siouxlookoutflyers.com.

Thank-you for supporting the Flyers!

Les Wills, Business Manager~ Sioux Lookout Flyers Jr. A Hockey Club

Jet Ice Hockey Layout



LOGO DIMENSIONS

Individual hockey leagues have established rules and regulations for the use, sizing and placement of in-ice logos.

Please indicate logo positions using the references provided in the rink template (A1, B2, F1, etc).

The following are recommendations for the sizing of logos:

- Positions A1, A2, B1, B2, E1, E2, F1, F2
Maximums: Height 9', width 15' and total area of 81 square feet
- Positions C1, C2, C3
Should not exceed a radius of 14' 10"
Should have 3" of white space along the full length of the centre line
- Positions D1 and D2
Maximums: Height 30"
- Positions E and F
Maximums: Height 10' and width 30'
- Positions G and H
Maximums: Height 4' and width 6'
- Positions G1, G2, H1, H2
Maximums: Height 7', width 15'



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HOCKEY PRICE LIST CANADIAN

Ice Paints

White 3000	\$107.50 / 20 kg. box
Red Line Paint	\$45.00 / 3.78 litre container
Blue Line Paint	\$45.00 / 3.78 litre container
Goal Crease Paint	\$55.00 / 3.78 litre container
Logo Paint	\$59.00 / 3.78 litre container

Digital Logos:

Jet Ice Textile: (reusable) \$4.50 / sq.ft.



Paper Pounce Logos:

Neutral Ice Logos (A1, A2, B1, B2)	\$200 - \$600
Center Ice Logos (C1, C2, C3)	\$600 - \$1500
Blue Line Logos (E, F)	\$300 - \$600

Artwork Charge: \$50.00 - \$200.00
for redraw of logos





SIoux LOOKOUT Hub of the North

Community Services Department

Facilities Advertising Contract

Arena Boards

Ice Surface

Arena Walls

Ice Resurfacers (Olympia)

Fitness Centre

Other Location

Desired Location: _____

Between: _____

Name of Organization/Group

Principal Contact

Mailing Address

Phone Number#

Hereinafter called "LESSEE"

AND

Corporation of the Municipality of Sioux Lookout

Hereinafter called "CORPORATION"

1. A) The Corporation agrees to rent the following space to the Lessee on an annual basis as follows:

Location	Size/Location	Annual Fee
Arena Boards	3' x 8'	\$350.00
Arena Walls	4' x 8'	\$200.00
Fitness Centre	4' x 8' (Maximum Size)	\$150.00
Ice Resurfacer (Olympia)	Exclusive Ad	\$500.00
Ice Surface <i>(See attached Jet Ice Arena Ice Layout)</i>	Centre Ice (exclusive)	\$1000.00
	Centre Ice (shared)	\$750.00
	Blue Lines	\$750.00
	Neutral Zone	\$500.00
	Other Areas (smaller)	\$400.00

(All above rates are subject to HST)

- B) The rental period shall be one (1) year from the date the contract is signed. Rental fees will be guaranteed for the period of the contract, except ice advertisements which will be three (3) year agreements.
- C) The rental agreement may be extended for periods of one (1) year at the conclusion of the initial one (1) year agreement upon mutual agreement of the parties. Such extensions are subject to new rental fees as may, from time to time, be set.

2. Contract Fee Payments

- A) The Lessee shall pay a deposit of 50% for the annual rental fee upon signing the rental agreement and prior to being assigned advertising space. If the Lessee fails to follow through with utilizing the space assigned, an administrative penalty of **20%** of the deposit will be forfeit upon written request for a refund.
- B) The balance of the rental fee for the first year's rental is due and payable immediately prior to installation of the sign.
- C) The Lessee agrees to pay the second year's rental on or before the first day of the first month of the second contract year.
- D) If, after fifteen (15) days following the end of the first year of the contact, payment of the second year rental fee has not been received by the Corporation, the Lessee shall be informed in writing that they are in violation of the agreement, and; that the Corporation may remove said advertising, the cost of

which would be charged back to the Lessee, and; the Lessee would be required to pay a **20%** penalty of that year's annual advertising fee.

- E) Interest on overdue accounts is charged at the rate of 18% per annum (1.5% per month).

3. Advertising Sign Specifications

All signs to be placed in the recreation facilities of the Corporation shall conform to the following specifications:

- A) The Lessee shall submit, to the Corporation representative, each design for the proposed advertising for the Corporation's approval. All advertising should be in good taste, and refrain from advertising, in picture or written form, any alcoholic beverage or tobacco product.
- B) The Lessee, upon receiving approval for the designs, shall arrange for the sign to be painted by a qualified company/individual. The Lessee shall pay for all costs associated with the production of the advertisement and installation materials (see attached).
- C) For the purposes of ice surface advertisements, the Lessee shall pay for all costs associated with *Jet Ice Textile* reusable advertising production and installation materials (see attached).
- D) The Lessee shall keep all advertising signs in good condition during the life of the agreement and shall pay any costs for periodic re-painting should the need arise.
- E) The lessee shall be responsible for the production of new *Jet Ice Textile* advertisements due to regular wear and tear or aging of the textile as may be required from time to time.
- F) The Corporation agrees to install, store and maintain *Jet Ice Textile* advertising as per the manufacturers' recommendations and will be responsible for repairs or reprinting as a result of damage or neglect by the Corporation.

4. Advertising Sign Placement

The Corporation shall utilize the following method for placement of signs in the facility.

- A) GENERAL
All advertising is accepted on a first come basis. No space will be reserved for a sign until the 50% deposit had been received.

- B) ARENA BOARDS**
The Lessee shall have a choice of location along the Arena Boards as space permits. The Corporation reserves the right to give final approval to the selected sites.

- C) ARENA WALLS**
The Corporation shall select the location for the sign in conjunction with the Lessee, but retains final approval for placement.

- D) FITNESS CENTRE**
The Corporation shall select the location for the sign in conjunction with the Lessee, but retains final approval for placement.

- E)** The Corporation shall endeavour to provide maximum exposure to the advertisers at all times throughout the year. The Lessee acknowledges that certain functions (i.e. Trade Show) will require that some or all of the advertising signs be covered and not be seen during these periods.

5. Advertising Sign Placement

- A)** This lease can be terminated in the event that:
 - 1) The Lessee violates any of the provisions contained within.
 - 2) The Lessee defaults on any of the payments as outlined.
 - 3) If either party informs the other, in writing with three (3) months notice, that they wish to terminate this agreement.

The provisions of this agreement shall ensure to the benefit of, and be binding upon both parties and their respective successors.

Dated at Sioux Lookout, Ontario this _____ day of _____, 2010

Lessee

Corporation Representative