



Tahoe City Winter Sports Park

Ice Rink Dasher Board

Sponsorship Form



Are you looking for a creative way to promote your business?

The Tahoe City Winter Sports Park Ice Rink has Dasher Boards available for sponsorship for the 2024-2025 winter season. Sponsored Dasher Boards will include your company's name / logo and are on display for thousands of Winter Sports Park visitors seasonally. Dasher Board sponsors directly support your community Ice Rink and Tahoe City Public Utility District youth hockey and adult programs.

Cost: \$500 per season (November 2025 – March 2026)

Sponsor Benefits Include:

- 37"x 27" full color, overlamine, double-sided coroplast Dasher Board advertisement
- Name included on TCWSP website (tcpud.org/winter), with link to sponsor's website, Sponsorship & Advertisement Guide, and Summer 2026 Activity Guide as well as Digital Guides
- Mention on TCWSP Facebook with link to sponsor's website
- Exposure to thousands of Tahoe City Winter Sports Park visitors. 2024/25 season saw close to 9,000 visitors
- Optional – Have a "Discount" – Give us a coupon or rack card and with proof of WSP reservation visitors get a "Discount" from our Dasher Board Sponsors. This discount cannot be for any type of sledding, cross-country skiing, snowshoeing or ice skating. It would be the responsibility of the merchant offering this discount to note any and all rules, requirements, restrictions, etc.

Price includes graphic design (Supply us with a Vector/PDF file- Adobe Illustrator/Acrobat), printing, installation, and maintenance of your Dasher Board sign. Please email this completed form to bbutterfield@tcpud.org. **All designs will be approved by the Tahoe City Parks and Recreation Department prior to printing.**

Business or Organization Name: _____

Contact: _____ Website: _____

Mailing Address: _____ City: _____ Zip: _____

Email: _____ Phone: _____

For any questions, contact Barbara Butterfield at 530.580.6337 or bbutterfield@tcpud.org



By submitting this Application and Contract, the Applicant acknowledges and agrees that if the District signs and returns a copy, this Application and Contract will be binding on the parties in accordance with its terms, the District's rules, regulations and policies, and California law. Sponsorships are sold, and agreements are entered into, on a first-come, first serve basis. The District reserves the right to reject any Application if it determines that the Sponsorship or advertisement are not compliant with the District's rules, regulations, and policies. Sponsors, advertisers and their agents are responsible and liable for the form and content of the Sponsorships and advertisements and each of them agrees to defend, indemnify and hold harmless the District, its officials, officers, employees and agents (hereinafter collectively the "District"), from and against, any and all claims, suits, actions, damages, losses, expenses, fees of every kind and nature arising from or related to the this Application and Contract, including, without limitation, those arising from or related to the form and content of advertising materials and copying, text, representations, illustrations, photographs, printing, or publishing of any such advertisement regardless of whether the District approved such advertisement. The District is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the District affecting production or delivery in any manner. By signing below, I hereby acknowledge that I have completed the above information to the best of my knowledge, read the above information, received a copy of the Sponsor and Advertising Terms & Policies, and agree to be bound by this Application and Contract and all of the District's rules regulations, and policies.