



★ Venue Details

- Normandy Arena: 30,000 sq.ft., 5200 seats
- Midway Room: 10,000 sq.ft.
- 10 Meeting Rooms
- In-House Catering
- State-of-the-Art Audio Visual Equipment



Highlights

- **281,000+ visitors** per year from a 60 mile radius
- Nearly 800 event sessions in 2013
- In 2013, WY&CC attendees came for:
 - 34% Entertainment
 - 24% Public Recreation
 - 18% Sporting Events
 - 12% Educational Events
 - 11% Social, Fraternal, Religious & Government
 - 8% Corporate Events
 - 3% Trade Shows



Demographics

Great opportunity to target:

- **Population of 650,000** living within a one-hour drive of the WY&CC
- 39% from Wicomico County
- 27% from Sussex County
- 9% from Worcester County
- 9% from Somerset, Dorchester & Talbot Counties



Wicomico Youth & Civic Center

Put your business in front of the Wicomico Youth & Civic Center's 281,000+ annual visitors. As one of the most visited buildings in the area, the WY&CC provides a unique opportunity for businesses to raise brand awareness, promote products and advertise special offers.

The WY&CC serves the Delmarva region within a one-hour radius of Salisbury, Maryland - bringing concerts, family shows, trade shows and sporting events to the community. The venue also hosts a variety of meetings, recreation programs and social events throughout the year.

Based on your target audience, we can create an advertising package to meet your needs. A variety of opportunities are available, and begin with an investment as low as \$75 per month.

WY&CC PACKAGES

TAKE ADVANTAGE OF OUR PACKAGES, CREATED TO GIVE YOU MAXIMUM EXPOSURE, OR WE CAN CREATE A PACKAGE UNIQUE TO YOU AND YOUR BUSINESS.



Box Office Package - \$18,000

- Box Office naming rights.
- Logo/company name and message on 20,000 ticket backs.
- Ticket-window clings with your company logo at all teller windows.
- Lobby display space during select events.
- Opportunity to distribute coupons upon exit of four events per year.
- Digital signage, video board and arena marquee messaging.
- Tickets to select WY&CC events (\$1000 value) and pre-sale opportunities.
- Online ad on www.WicomicoCivicCenter.org.



Premium Package - \$12,000

- Upper-level arena banner display.
- Logo/company name panel-signage on arena video boards.
- Opportunity to distribute coupons upon exit of four events per year.
- Digital signage, video board and arena marquee messaging.
- Tickets to select WY&CC events (\$1000 value) and pre-sale opportunities.
- Online ad on www.WicomicoCivicCenter.org.



Lower Bowl Package - \$10,000

- Lower-level arena directional signage.
- Concourse signage.
- Opportunity to distribute coupons upon exit of four events per year.
- Digital signage, video board and arena marquee messaging.
- Tickets to select WY&CC events (\$1000 value) and pre-sale opportunities.
- Online ad on www.WicomicoCivicCenter.org.



Upper Bowl Package - \$10,000

- Upper-level arena banner display.
- Upper-level directional signage.
- Opportunity to distribute coupons upon exit of four events per year.
- Digital signage, video board and arena marquee messaging.
- Tickets to select WY&CC events (\$1000 value) and pre-sale opportunities.
- Online ad on www.WicomicoCivicCenter.org.



Deluxe Package - \$5,000

- Upper-level arena banner display.
- Lobby banner display.
- Concourse signage.
- Digital signage and video board messaging.
- Tickets to select WY&CC events (\$500 value) and pre-sale opportunities.
- Online ad on www.WicomicoCivicCenter.org.



Standard Package - \$2,500

- Upper-level arena banner display.
- Concourse signage.
- Opportunity to distribute coupons upon exit of two events per year.
- Arena marquee messaging.
- Online ad on www.WicomicoCivicCenter.org.

WY&CC • OTHER OPPORTUNITIES

Annual Opportunities

Digital Signage or Infovision Board Display	\$900
Video or Marquee Signage	\$1200
Arena, Lobby & Concourse Signage	\$1500-\$3000
Information Desk Sponsor (Ex: XYZ Information Desk)	\$2500
Logo Display on NCAA Regulated Basketball Floor	\$5000
Logo on Concession Stand Beverage Cups	\$7500

HAVE A SPECIFIC AUDIENCE IN MIND OR WANT TO DO A TEST RUN?

Show sponsorships are also available for many of the WY&CC performances. New events are added all the time, so visit www.WicomicoCivicCenter.org for the most up-to-date schedule.

Individual Show / Event Opportunities

Couponing at Exit of Show	\$150 per event
On-Site Presence (Lobby Space During Events)	\$200 per event

Package Deals

Family-Friendly Shows Digital Signage Package \$1000
Disney on Ice, Ringling Brothers and Barnum & Bailey, Harlem Globetrotters, Sesame Street Live – does your target audience attend these shows? Put your message in front of them during the WY&CC's family-oriented shows with displays on our lobby digital signs and arena video boards.

Sporting Events / Sporting Entertainment \$1000
Wrestling tournaments, basketball championships, cheer and dance competitions – does your target audience attend these shows as a participant or spectator? Put your message in front of them during the WY&CC's sporting events with displays on our lobby digital signs and arena video boards.

