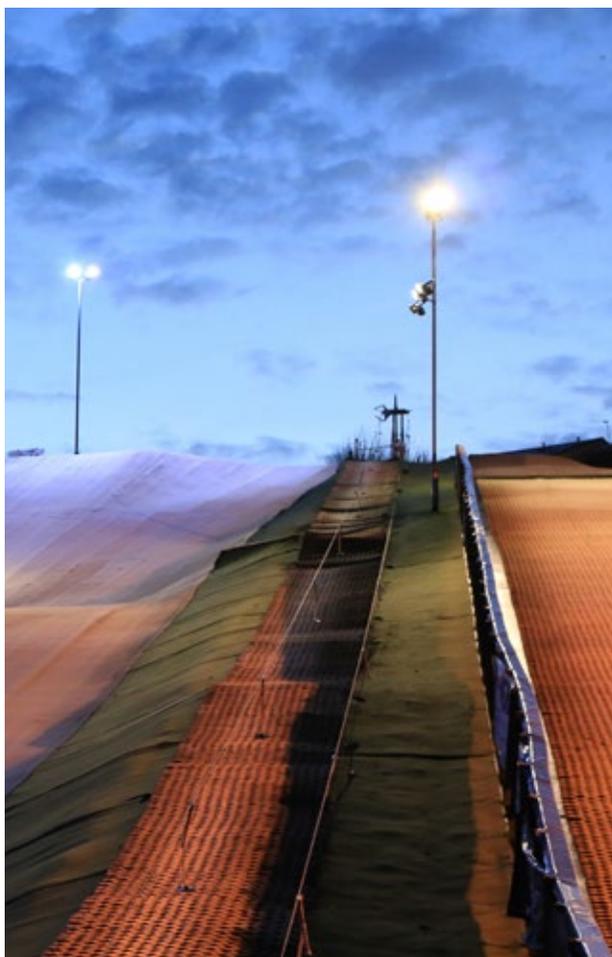


# ABERDEEN SNOWSPORTS CENTRE. ADVERTISING



Aberdeen Snowsports Centre. Registered in Scotland.  
Limited Company No SC302528, Charity No SC037683

# ABOUT THE CENTRE



With up to 100,000 views per day we offer an amazing venue for advertising, but first, a little bit more about us...

Aberdeen Snowsports Centre prides itself on progressing the snow sports industry in Scotland and is hailed by the governing body, Snowsports Scotland, as one of the best snow sports centres in the country. We operate skiing and snowboarding lessons, sessions and clubs for all ages and abilities. We also cater for children's parties, tubing sessions and manage grass and astro turf football pitches. Such a diverse selection of products attracts a wide demographic and a diverse age range.

*"I tried a taster session last year and would highly recommend it. I'm now learning to ski and snowboard. The staff, facilities, instruction and what's on offer is second to none. So much available for all levels and abilities."*

We have achieved our success by:

- Creating a team with a wealth of experience working in the snowsports industry who all share a passion for snowsports or football and have a focus on giving excellent customer service.
- Making improvements to the facility with new slope matting, lighting on the slopes, new dedicated tubing slope, dedicated birthday party and function rooms, introduction of a fantastic programme of lessons, new freestyle features, ski slope cabins, BASE equipment servicing workshop and Mountain Rental.
- Producing a diverse programme of activities and a busy calendar of events for the year.
- Working closely with local businesses Transition Extreme, Snowsports Shops, Local Ski Resorts - joint events with the aim of increasing customers and meeting their needs.
- Working closely with local community groups, schools and universities - providing special sessions for them at great rates.
- Offering lessons for all ages, birthday parties, equipment servicing, mountain rental, coached club sessions, holiday camps and so much more!

Our staff can regularly be found out on the slope even when they're not working, so you'll always find a friendly face to help you out.

# DEMOGRAPHICS



## Mums & Dads

Young professionals with small children 25-40 yrs. Middle-class with well paid job, active children. Not much time for themselves. Home owners with a busy schedule



## Tots & Young Children

Children aged 6-12 left under the supervision of instructors or on a lesson. Up to date with current trends and influential. bursting with energy. Completely dependant for purchases



## Students (ABDN & RGU)

Student societies and individuals, predominantly first years with disposable income and a desire to impress and make friends. Competitive males and social females.



## Snowsports Enthusiasts

Familiar with the Centre or employees, vested interest in snowsports. Minimal disposable income, highly knowledgable with equipment, well travelled and fashionable



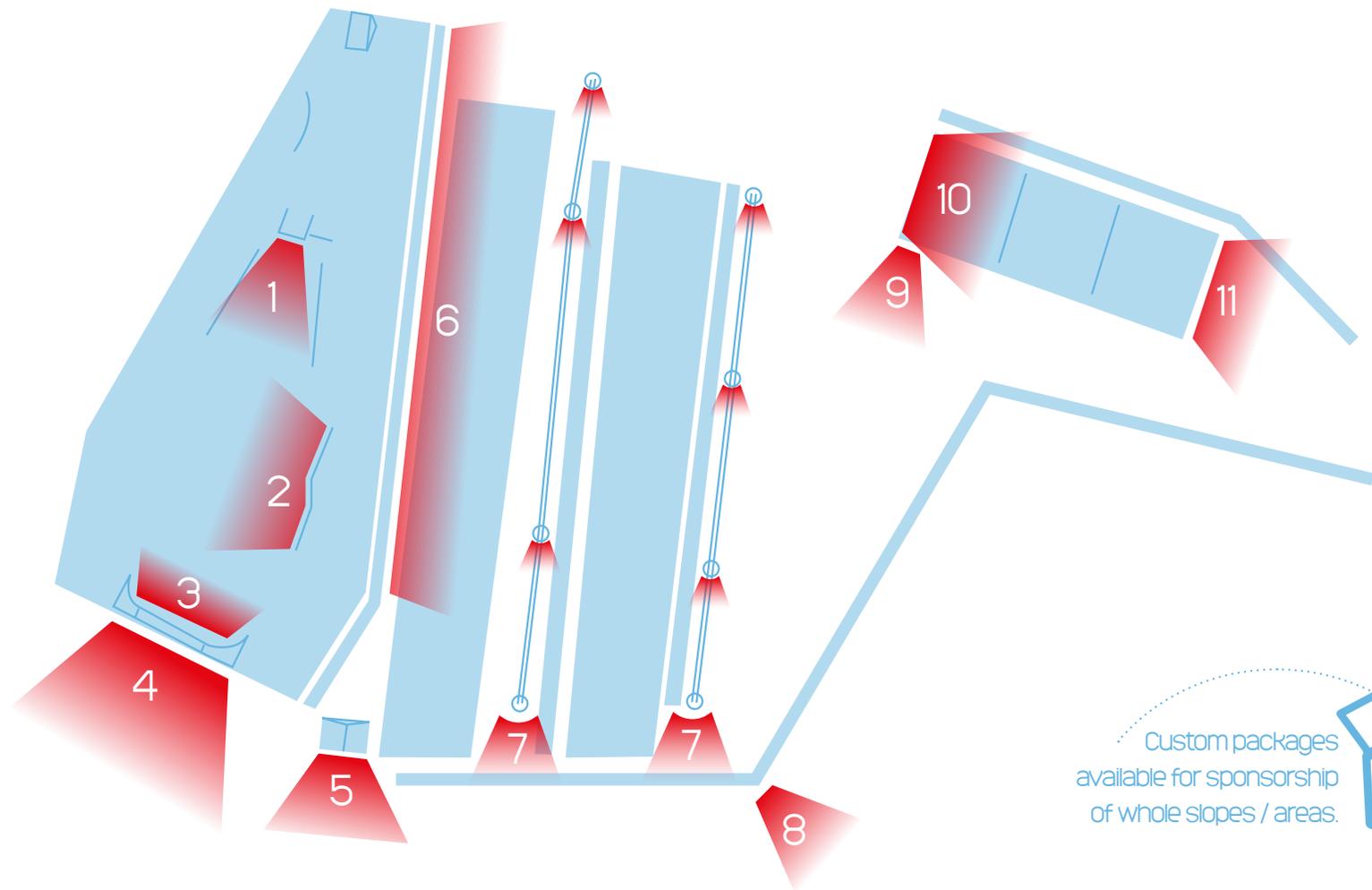
## Stay At Home Mums

Well connected, popular, influential. Disposable income and available during off-peak times. Fashionable and family orientated. Likely to purchase for family members. Keen to look after themselves and keep up appearances

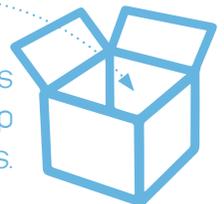
# OUR SITE - SLOPES

Our main slopes have an array of advertising spaces that vary in size and shape. Due to the elevation many of the spaces can be seen from the road, footpaths and obviously slope users within the Centre perimeter. The slopes feature our premier advertising spot too. With over 100,000 views per day the back of the quarter pipe is a prime location with high vehicle and pedestrian traffic. It is also viewable from the retail park situated across the road.

1. Kicker
2. Freestyle Features
3. Top of Quarter Pipe
4. Back of Quarter Pipe
5. Back of Chalet
6. Piste Side Fencing
7. Lift Pylons
8. Advertising Billboard
9. Tubing Side Top Deck
10. Tubing Top Deck
11. Tubing Bottom Deck



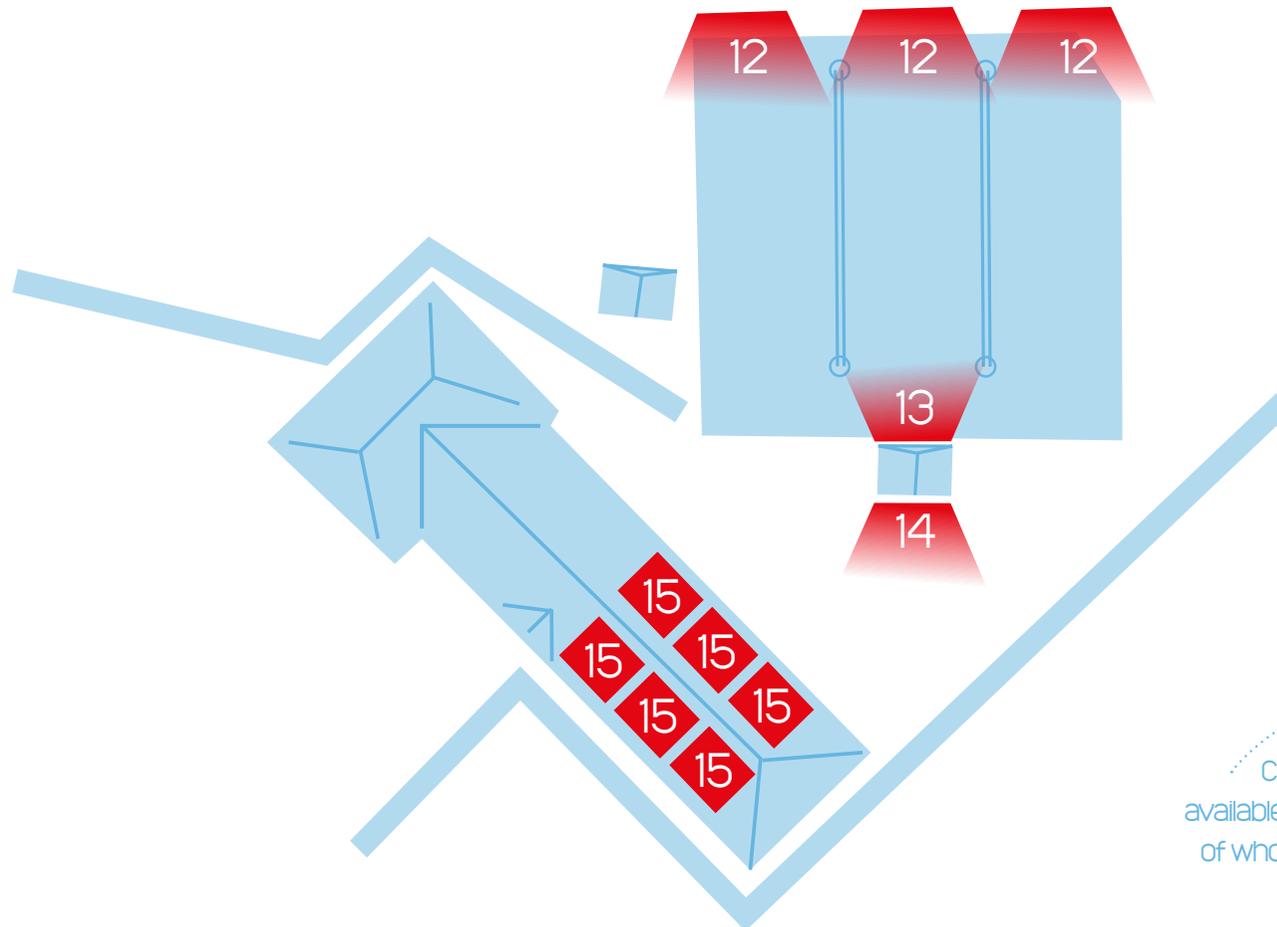
Custom packages  
available for sponsorship  
of whole slopes / areas.



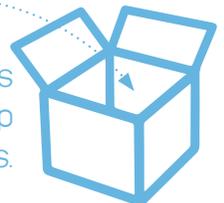
# OUR SITE - CENTRE

The Centre building is located alongside ASDA and has heavy traffic flowing from the housing estate situated at the rear of the building and from the main road. The Nursery slope overlooks both ASDA and both car parks and benefits from up to 30,000 views a day

- 12. Top of Nursery
- 13. Inside Shelter
- 14. Outside Shelter
- 15. Changing Room



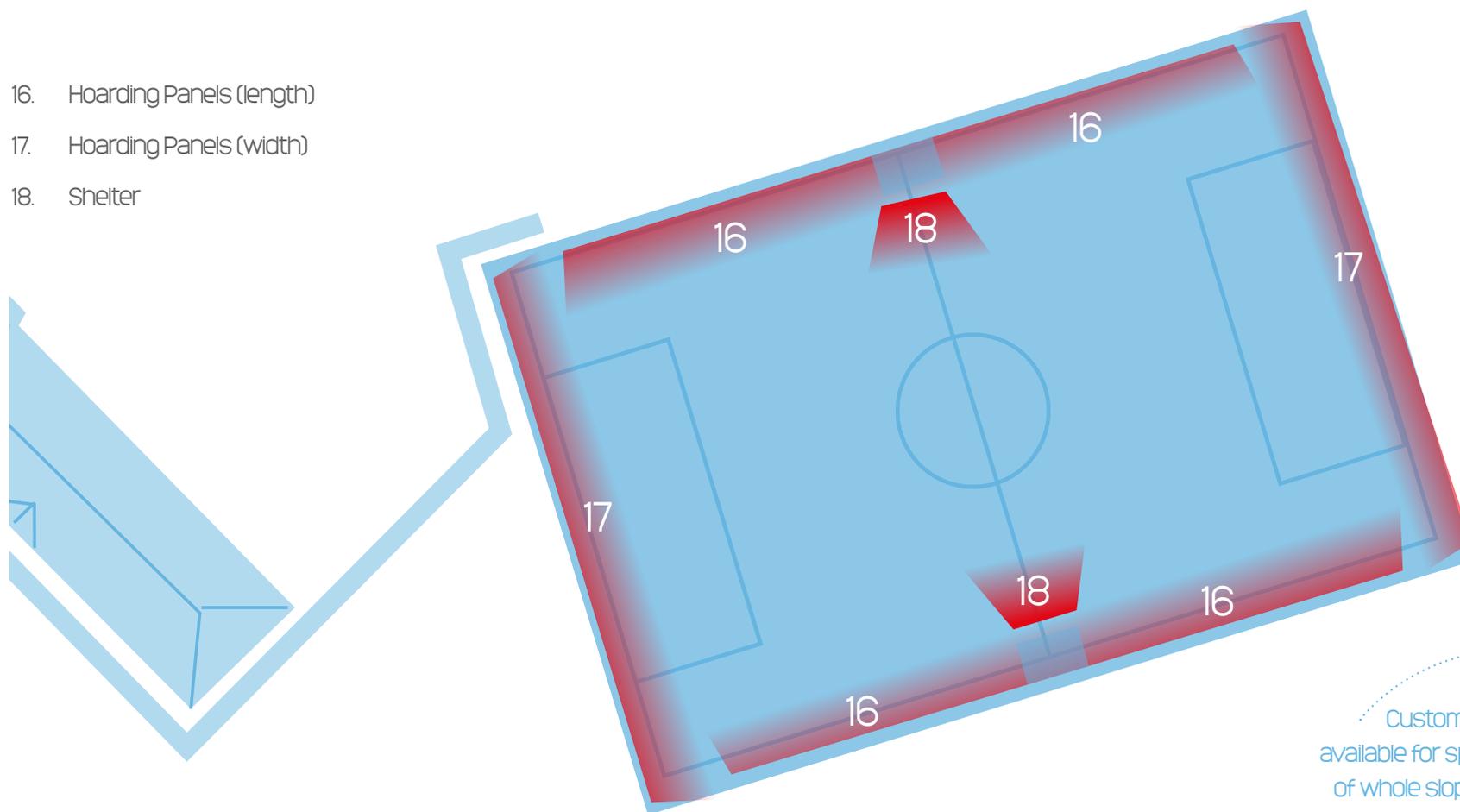
Custom packages  
available for sponsorship  
of whole slopes / areas.



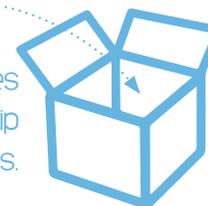
# OUR SITE - ASTRO

Our floodlit astro pitch is located next to our car park. It is home to regular teams and schools who use it for many recreational sports including hockey, football, american football, athletics.

- 16. Hoarding Panels (length)
- 17. Hoarding Panels (width)
- 18. Shelter



Custom packages  
available for sponsorship  
of whole slopes / areas.



# LOCATIONS

Photographs and a short description of advertising locations throughout Aberdeen Showsports Centre



PER UNIT/PER YEAR  
**£500**

## 1. KICKER

Large panel, hoarding only



PER UNIT/PER YEAR  
**£500**

## 2. DONKEY

Round rail mounted on metal frame  
2 large side panels per side, 4 panels in total



PER UNIT/PER YEAR  
**£500**

## 2. DFD

Round rail mounted on metal frame 6 various sized panels per side 12 panels in total



PER UNIT/PER YEAR  
**£500**

## 2. ROUND BAR

Round rail mounted on metal frame 2 medium side panels per side 4 panels in total



PER UNIT/PER YEAR  
**£500**

## 2. BOX

Box with perspex panel to top 2 large side panels 2 small end panels



PER UNIT/PER YEAR  
**£500**

## 2. ANGLED BOX

Box with angled perspex panel to top  
2 large side panels 2 small end panels



PER UNIT/PER YEAR  
**£500**

## 2. RAINBOW RAIL

Large side panel, hoarding only  
2 panels in total



PER UNIT/PER YEAR  
**£1,000**

## 3. 1/4 TOP

Prime location large wooden backboard, suitable for hoarding panels or eyeleted banner

# LOCATIONS

Photographs and a short description of advertising locations throughout Aberdeen Snowsports Centre



PER UNIT/PER YEAR FROM  
**£4,000**

## 4. 1/4 BACK

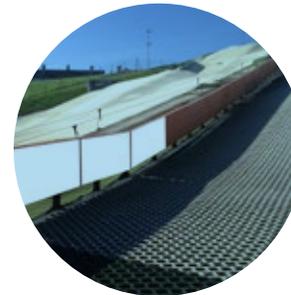
Our biggest advertising space. Huge wooden backboard, suitable for hoarding panels or eyeleted banner



PER UNIT/PER YEAR  
**£750**

## 5. CHALET

Road side of slope chalet, facing heavy commuter road, also benefitting from exposure to pretol station with a static audience



PER UNIT/PER YEAR  
**£200**

## 6. SLOPE PADS

Huge coverage and variety of locations available. Visible from lift, slope, footpath and road



PER UNIT/PER YEAR  
**£200**

## 7. LIFT PILLARS

Multiple pillars across 2 slopes, visible from the road. Close regular contact with slope users



PER UNIT/PER YEAR FROM  
**£1,000**

## 8. PATH SIGNAGE

Premier locations with heavy traffic from ASDA and RGU. The inside of the frame benefits from coverage from all users and spectators of 75% of our slopes



PER UNIT/PER YEAR  
**£500**

## 9. TUBING SIDE

Large hoarding panel overlooking main road and centre traffic



PER UNIT/PER YEAR  
**£400**

## 10. TUBING TOP

Main hoarding panel facing rear exit of Centre, visible by all Centre traffic



PER UNIT/PER YEAR  
**£200**

## 11. TUBING BOTTOM

Bottom hoarding panel facing rear exit of Centre, visible by all Centre traffic

# LOCATIONS

Photographs and a short description of advertising locations throughout Aberdeen Showsports Centre



PER UNIT/PER YEAR FROM  
**£400**

## 12. NURSERY SLOPE

Prime locations, high footpath traffic and visible for parents and spectators of the nursery slope



PER UNIT/PER YEAR  
**£400**

## 13. SHELTER IN'

Located on the nursery slope strong close interaction with parents and spectators, young audience, static audience



PER UNIT/PER YEAR  
**£600**

## 14. SHELTER OUT'

Prime locations, high footpath traffic and visible from ASDA



PER UNIT/PER YEAR  
**£150**

## 15. CHANGING ROOM

Popular with regular let teams and gets high traffic on evenings and weekends



PER UNIT/PER YEAR FROM  
**£100**

## 16. HOARDING (L)

Popular advertising location situated along the bottom of the Astro fencing



PER UNIT/PER YEAR  
**£100**

## 17. HOARDING (W)

Popular advertising location situated along the bottom of the Astro fencing



PER UNIT/PER YEAR  
**£500**

## 18. SHELTERS

Located on the Astro strong close interaction with parents and spectators

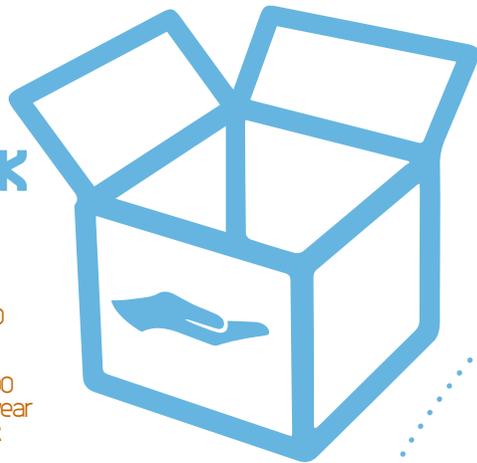
# FREESTYLE PACKAGES

## PORTABLE FEATURE PACK

BOX, DONKEY, DFD, SMALL ROUND,  
ANGLED BOX,

1 YEAR **£2,000** SAVE  
£500

3 YEAR **£5,000** SAVE  
£1,000  
on 1 year  
pack



## PERMANENT FEATURE PACK

QUARTER PIPE TOP SECTION, KICKER,  
QUARTER PIPE BACK SECTION, RAINBOW RAIL

1 YEAR **£5,000** SAVE  
£1,000

3 YEAR **£13,000** SAVE  
£2,000  
on 1 year  
pack

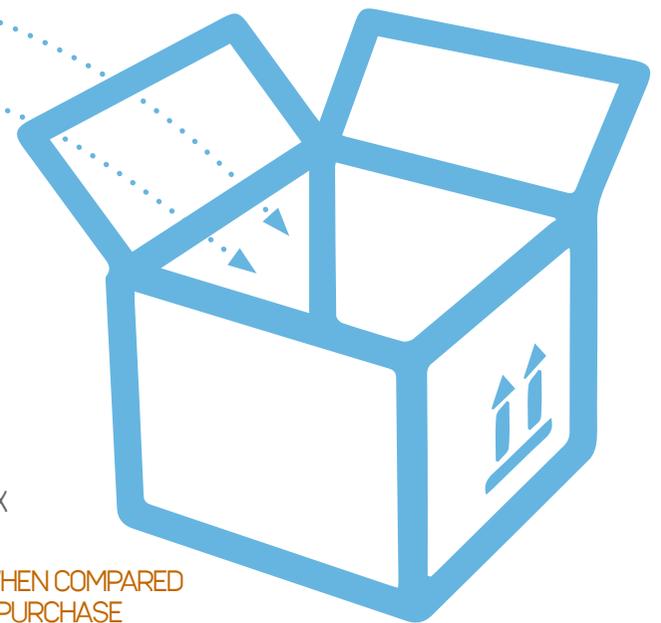


## COMPLETE PACKAGE

QUARTER PIPE TOP SECTION, KICKER,  
QUARTER PIPE BACK SECTION, RAINBOW RAIL,  
BOX, DONKEY, DFD, SMALL ROUND, ANGLED BOX

1 YEAR **£7,000** SAVE £1,500 WHEN COMPARED  
TO INDIVIDUAL PURCHASE

3 YEAR **£18,000** SAVE £3,000 WHEN COMPARED  
TO INDIVIDUAL PURCHASE



Please note that prices are for the rental of the advertising space only and exclude printing costs. All packages are both flexible and negotiable

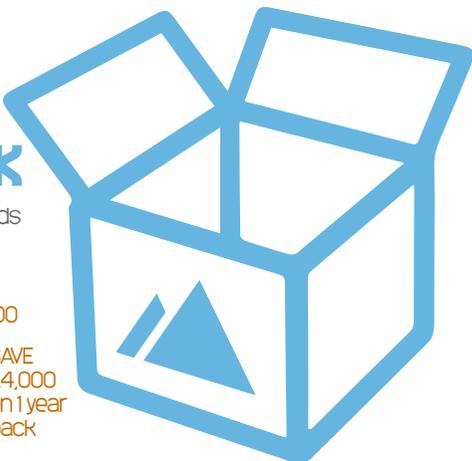
# MAIN SLOPE PACKAGES

## MAIN SLOPES FEATURE PACK

3 Lift Pillar Posts and 48 Fencing pads

1 YEAR **£8,000** SAVE  
£2,000

3 YEAR **£20,000** SAVE  
£4,000  
on 1 year  
pack

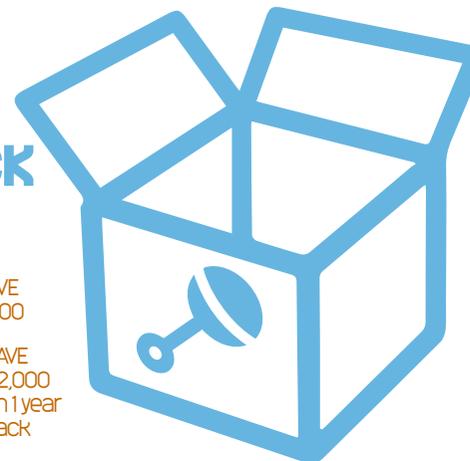


## NURSERY FEATURE PACK

Inside and outside of shelter,  
8 fence pads, 3 pillar pads

1 YEAR **£4,000** SAVE  
£500

3 YEAR **£10,000** SAVE  
£2,000  
on 1 year  
pack

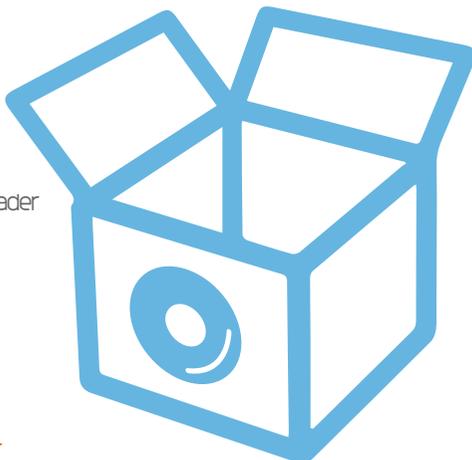


## TUBING SLOPE FEATURE PACK

2 sides Header fence inside, 2 sides header  
fence outside, footer fence inside,  
footer fence outside

1 YEAR **£1,500** SAVE  
£400

3 YEAR **£4,000** SAVE  
£500  
on 1 year  
pack



## ASTRO FEATURE PACK

2 shelters, complete perimeter hoarding  
(122 units)

1 YEAR **£10,000** SAVE  
£2,200

3 YEAR **£25,000** SAVE  
£5,000  
on 1 year  
pack

