

Name Usage Guidelines for Rimrock Auto Arena at MetraPark

Background:

MetraPark is a multi-facility events campus. MetraPark includes the Rimrock Auto Arena, Expo Center, Montana Pavilion, Grandstands and track along with several other small buildings and barns.

Rimrock Auto Arena:

The official name of the arena at MetraPark is “Rimrock Auto Arena”.

First mention of the name in print or other communication (including verbal) should reference: “**Rimrock Auto Arena at MetraPark**”. In all subsequent mentions, “Rimrock Auto Arena” may be mentioned only.

“MetraPark” should always be written with a capital “M” and a capital “P” and is one word. There should never be a space between “Metra and “Park”.

Box Office:

When referring to the ticket office, use “The MetraPark Box Office”.

Graphic:

Please use the following graphic when referencing the Rimrock Auto Arena at MetraPark (on and posters or other advertisements).

