

CAVALRY FC REGIONAL FIELD HOUSE

2021-2022 Sponsorship Package Opportunities

A Recreational Facility of Excellence



A Collaborative Partnership

Cavalry FC Regional Field House – Where the community comes together! The Cavalry FC Regional Field House is a \$21.5 million partnership between Foothills County and the Town of Okotoks built by Scott Builders Inc. The Field House is run by the Foothills-Okotoks Recreation Society, with day to day management by Nustadia Recreation Inc. The recreation center features 3 turf playing fields (200' x 85') and a multipurpose court which divides into 3 gymnasiums (200'x 85'). In addition, it offers an 800-foot elevated walking/running track which is free to all users, training areas, meeting and multipurpose rooms, and a concession. The facility opened on September 8th, 2014. The Field House is enjoyed by many sports groups including soccer, lacrosse, volleyball, football, basketball, slo-pitch, baseball/softball, rugby, tennis, pickle ball, karate, and more. In addition, several trade shows are planned annually including 2 large dog shows with over 500 canine participants! The field house also hosts an average of 50 birthday parties each month as well as many other activities that require a roof during our long and inclement winters! Please visit our website at cpregonalfieldhouse.com for up to date facility information and schedules.

Major Events

Here are just a few of the major events that have been held at the Field House over the last few years:

- OUSC Futsal Tournament (500+ players)
- OUSC Girls Tournament (950+ players)
- OUSC Boys Tournament (950+ players)
- Volleyball Alberta Tournaments
- Co-ed Slo-Pitch Indoor World Series
- Calgary Wado Kai Karate Tournament
- Alberta Soccer Provincials (650+ players)
- High River Lacrosse Assoc. Tournament
- Raiders Lacrosse Tournament
- Calgary Kennel Club Dog Show (650+ dogs)
- Ace Volleyball Tournament
- Raiders Lacrosse Tournament (Girls)
- Alberta Ball Hockey Provincials
- Masters Dog Show
- Calgary Kennel Dog Show (650+ dogs)
- Magic of Christmas Event
- Foothills FAS Comicon Event
- Western Canada Netball Championships

Terms and Conditions

The following pages describe some of the exciting advertising opportunities that are currently available as well as past opportunities that have been purchased. Each page outlines the term of the sponsorship (1 year or 5 years), the total cost over the sponsorship term, and a concise description of the advertising with the component production cost (supply and install). In the first year the advertiser will be billed for the first year of advertising as well as the ad production cost and GST. In following years the advertiser will be billed for advertising cost and GST only. Advertising design if required will be a supplementary fee negotiated between the advertiser and Spy Design. The sale of naming rights requires the approval of the Foothills-Okotoks Recreation Society. Any term exceeding more than one year will require the advertiser to sign a "contract of sale".

Advertising and Sponsorship Contact:

Glenn Federowich, General Manager

Phone: 587 757 0338 Ext. 305

Email: gfederowich@regionalfieldhouse.com

FACILITY NAMING RIGHTS

SOLD

- ✓ A unique 3 year branding opportunity will be given to one corporate partner offering exclusive branding and directional signage inside and outside the complex and on a major road where over 11,000 vehicles per day commute between Okotoks and High River. Exclusive recognition of the name and logo will appear on all printed materials produced and distributed by the facility operator. Including but not limited to the following:
 - Signage
 - Web Page
 - All Print Advertisements
 - Event Promotional Materials
- ✓ Audience includes families of all ages projected at over 300,000 people per year. Road Signage will be viewed by an estimated 23,000 vehicle pass byes per day. Minimum contract will be 3 years with option to renew.



FIELD/HARD COURT NAMING RIGHTS PACKAGE

- ✓ 6' x 20' Digitally printed banner on east wall
- ✓ Production Cost: \$825 (supply and install)
- ✓ 48" Tall logo placement on lower panels
- ✓ Production Cost: \$325 (supply and install)
- ✓ 192' x 36" Aluminum faced framed sign mounted above I-beam
- ✓ Production Cost: \$1315 (supply and install)



MEETING ROOM DOORS - Single

- ✓ 36" x 80" Digitally printed vinyl door wrap
- ✓ Includes entrance and exit
- ✓ Production Cost: \$440 (supply and install)



FIELD DOORS – Double

- ✓ 72' x 83' Digitally printed vinyl door wrap applied directly to the set of double doors
- ✓ Includes entrance and exit
- ✓ Option to include the surrounding wall in addition to the doors for an additional production cost
- ✓ Production Cost: Starting at \$1760 (supply and install)



SCORE BOARD

- ✓ 3' x 10' Backlit Score Board Sign
- ✓ Full colour digital print with LED lighting
- ✓ Production Cost: \$800-1000 (supply and install)



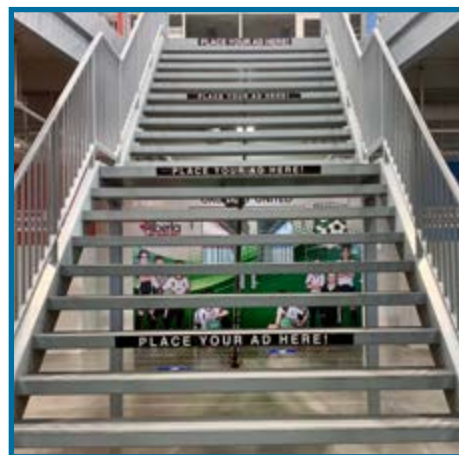
WALL WRAP

- ✓ Full Colour vinyl wall wrap with unlimited design possibilities.
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: Custom Pricing (approx \$3000) (supply and install)



STAIR DECALS

- ✓ 23" x 4" Digital printed vinyl applied directly to metal riser
- ✓ Choice of top or bottom section and front or back of the facility
- ✓ Designs can be supplied
- ✓ Production Cost: \$1250 (supply and install)



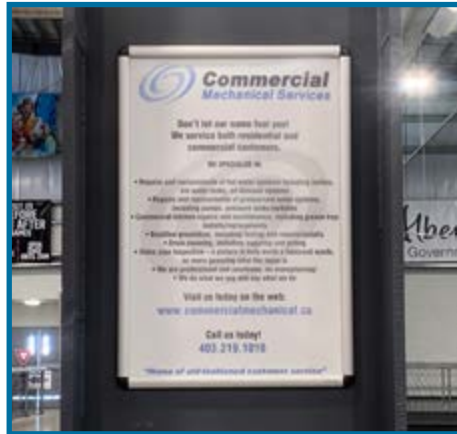
BANNER SIGNAGE

- ✓ 72" x 240" Digitally printed banner hung from supports
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: \$825 (supply and install)



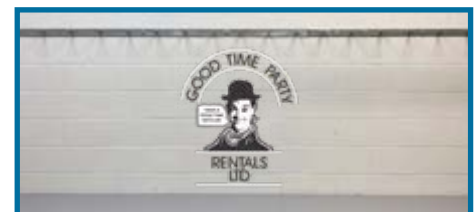
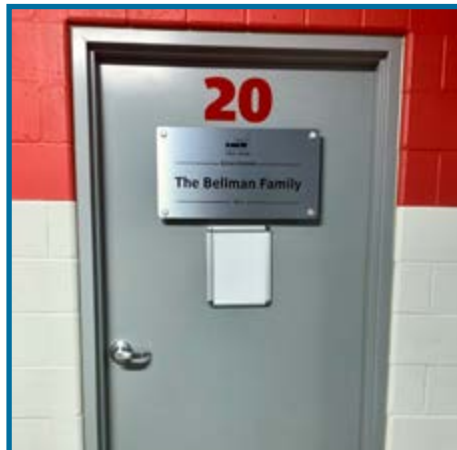
SNAP FRAME - QUANTITY OF FOUR

- ✓ 30" x 40" Snap frame poster along field viewing areas
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: \$245 each Includes 4 snap frames



DRESSING ROOM

- ✓ 18" x 30" Alupanel sign mounted with aluminum stand-offs
- ✓ Can also include custom creativity such as wall graphics, floor graphics or bench graphic inside the dressing room
- ✓ Production Cost: \$192 (supply and install)



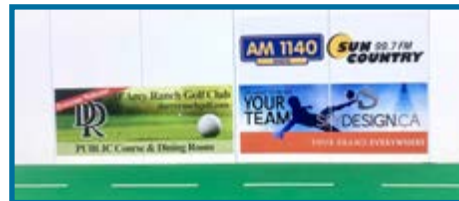
FLOOR GRAPHICS

- ✓ Fully customizable vinyl applied directly to the floor anywhere in the facility that you see fit!
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: \$950 (supply and install)



RINK BOARD SIGNAGE

- ✓ Digitally printed vinyl applied directly to the rink board
- ✓ 36" x 96" - \$1000
- ✓ 36" x 192" - \$1500
- ✓ 36" x 288" - \$2000
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: \$485/\$877/\$1075 (supply and install)



DONATION WALL

- ✓ The donation wall is front and center in the main lobby. Support the Field House with donations starting at \$250 and get your company or family name on a permanent plaque!



For more information on our advertising packages or to become one of our valued sponsors, please contact:

Glenn Federowich, General Manager
gfederowich@regionalfieldhouse.com
587.757.0338 ext.305

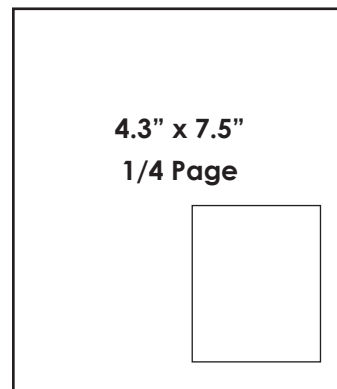
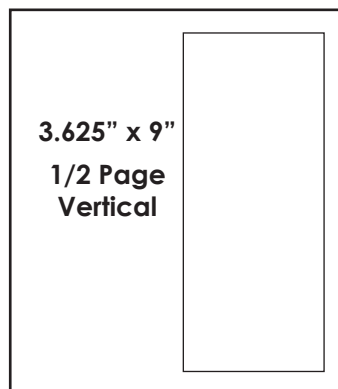
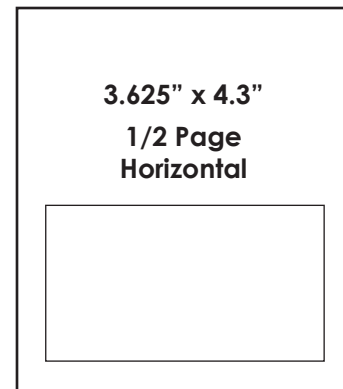
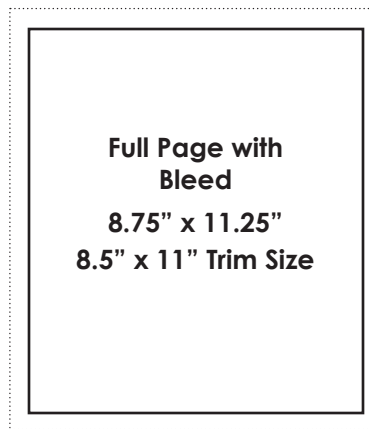
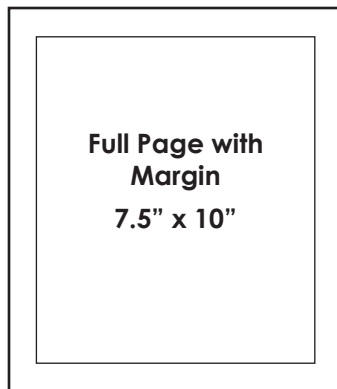
Print Advertising Rates and Sizes

2021/2022 Advertising Rates

All rates are subject to GST • Prices are per issue/per ad

All ads are printed in full color

	Corporate Pricing	Non-Profit Pricing	Ad Dimensions
Full Page - Interior	\$225	\$150	7.5" x 10"
Inside Front Cover or Inside Back Cover	\$250	\$175	8.75" x 11.25" With Bleed 8.5" x 11" Trim Size 7.5" x 10" With Margin
Outside Back Cover	\$275	\$200	8.75" x 11.25" With Bleed 8.5" x 11" Trim Size
Half Page	\$120	\$100	4.3" x 7.5" Horizontal 3.625" x 9" Vertical
Quarter Page	\$75	\$60	3.625" x 4.3"



*All existing sponsors will receive a 10% discount on the print advertising rate