



CALGARY WEST SOCCER CENTRE ADVERTISING PACKAGE

Unique advertising opportunities in your
community!

The Calgary West Soccer Centre is owned and operated by the Calgary Minor Soccer Association

CALGARY WEST SOCCER CENTRE

Unique advertising opportunities in your community!

CONTENTS

Overview.....	1
Why Advertise?.....	2
Facility Usage	2
Advertising Opportunities & Rates.....	3
Examples.....	4
Contact.....	5



OVERVIEW

The Calgary West Soccer Centre is an effective marketing venue to promote your business in the community.

Over 700,000 individuals visit the facility each year.

WHY ADVERTISE?

- The Calgary West Soccer Centre is an **effective marketing venue** to promote your business in the community.
- Associate your business with youth sports and be involved with the **largest sports association in Calgary**.
- The Calgary West Soccer Centre is a year round **multi-purpose facility** offering recreational programs and special events to both children and adults.
- The Calgary West Soccer Centre offers it's four indoor fields to youth and adult soccer, Ultimate Frisbee, football, baseball, lawn bowling, lacrosse, high school programs, fitness classes and summer camps allowing your business to **reach multiple different markets & demographics**.
- 100% of advertising dollars go towards **supporting youth soccer** in Calgary!

FACILITY USAGE

- Over **700,000** individuals visit the Calgary West Soccer Centre annually.
- When fully utilized in a season, a weekly audience will exceed **20,000** people.
- Up to **6,000** people per day will attend during Calgary Minor Soccer tournaments and events.



ADVERTISING OPPORTUNITIES & RATES

Advertising opportunities are outlined below. Additional opportunities and advertising packages can be prepared for any budget.

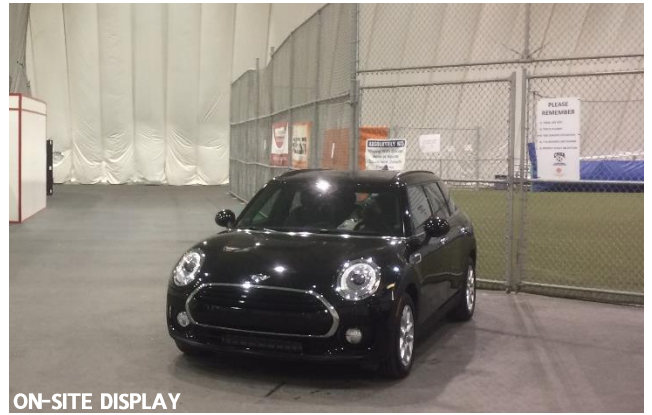
AD TYPE	LOCATION & QUANTITY AVAILABLE	ANNUAL COST*
FIELD SIGNAGE		
Field 4 banners - 8'x3'	16 spots available (Field 4 only)	\$ 800
Spectator boards - 7.5'x3'	Facing spectators, 10/field available	\$ 1,000
Side of goal - 6'x3'	Outside of field, main concourse, 2/field available	\$ 1,500
Back of goal - 15'x6'	Outside of field, main concourse, 1/field available	\$ 2,500
Score board signage - 3'x2'	Signage on all four field score board clocks	\$ 8,000
Field Sponsorship Package	Branded soccer field + field naming rights (SOLD OUT)	\$ 10,000
LOCATION SIGNAGE		
Branded change room	8 rooms available	\$ 1,800
Lobby signage	Numerous opportunities available	Starting at \$1,500
Floor decals	Lobby & main concourse opportunities available	Starting at \$1,000
Entrance to soccer bubble	Above revolving doors	\$ 5,000
EXTERIOR		
Back-lit signage - 10'x6'	Signage on building exterior, 2 in total	\$ 10,000
OTHER		
Promotional display, product sampling or company booth	On-site company display/booth/sampling during league play and tournaments	Opportunities available for any budget
Let's get creative!	Looking to do something different? We can make it happen!	

* Prices do not include art work production, installation or GST.

EXAMPLES



BOARD AD



ON-SITE DISPLAY



FIELD SPONSORSHIP



BACKLIT SIGN, EXTERIOR BUILDING



FULL WALL LOBBY AD

CONTACT

If you would like more information on advertising or would like to schedule a meeting at the facility to discuss opportunities, please contact the Calgary Minor Soccer Association at 403-279-8686 or email marketing@calgaryminorsoccer.com.

