



Evergreen[®] Park

...experience it!



SPONSORSHIP & NAMING RIGHTS OPPORTUNITIES



ABOUT EVERGREEN PARK

Evergreen Park is the largest full-featured exhibition facility north of Edmonton. It is operated under the umbrella of the Grande Prairie Regional Agricultural & Exhibition Society - a registered, charitable non-profit established in 1910. A volunteer board oversees day-to-day operations including a full-time staff of 40.

The Park - while still staying true to its agriculture roots with an annual agri-show (photo above from bull sale at ag show in Evergreen Park Pavilion), rodeos, chuckwagon races, live horse racing and indoor and outdoor equine accommodations - now offers a huge selections of options, and buildings, capable of hosting a multitude of indoor and outdoor events.

A variety of halls, convention/conference facilities, paved parking, pavilion, riding trails, fully licensed restaurant and lounge, family restaurant and other special features, like a 2,700 seat grandstand and what is regarded as one of the best race tracks in Canada at J.D.A. Raceway, create a unique, picturesque and versatile setting for any event - all just minutes south of downtown Grande Prairie and nestled among pine and spruce trees.

We offer our facilities at a discounted rate for non-profits to help them fund-raise and each year local groups and organizers put millions of dollars into their coffers through events at the Park. Several organizations- including minor baseball, heavy horse club, gymkhana, South Peace Horse Club, disc golf and archery - utilize the Park as their home base at little or no cost.

All of the sponsor dollars we collect go towards maintenance and upgrading of our facilities for these groups and for the many other Park venues.

A sponsorship at the Park means you are committing to the community by supporting a valuable Peace Country resource used by hundreds of thousands annually.

We look forward to your company being one of our partners!



YOUR COMPANY PAVILION

An investment of over \$2M - through government grants, County of GP support, local business support, internal funding and benevolent local supporters - has modernized the Evergreen Park Pavilion and given it an entirely new look.

The Pavilion complex includes both the Lewis Hawkes Arena and the Drysdale Arena - named after two locals who were a huge part of the creation of Evergreen Park and the evolution of the Grande Prairie Regional Agricultural & Exhibition Society.

The complex could become **Your Company Pavilion**, or **Your Company Ag Pavilion**, with prominent signage outside and inside. Choice of name would be in large part up to you.

Lewis Hawkes Arena, originally located at the old fairgrounds on the city's east side, celebrated its 50th anniversary in 2022. It was moved south to Evergreen in 1982. Drysdale Arena was added soon after the move..

The Pavilion has hosted Prime Ministers, rodeos, 4-H events, dog shows, farmer's markets, concerts, bull sales, archery competitions, craft and critter shows and much more. The Hawkes side of the building has bleacher seating for over 600, box offices, lounge and stalls for 37 horses. Future plan is to add an addition with at least 50 more indoor stalls. Both sides have new, modern washrooms and concession stands while the Drysdale side also includes a loft-type viewing area.

The renovations have already had a positive affect with more events - indoor rodeo, barrel racing championships, beef congress, provincial archery, bull riding competitions and more.

Your support of the facility will help us keep the building maintained and updated and available to be utilized by a wide cross-section of the Peace Country community for at least another 50 years.





YOUR COMPANY PAVILION

WHAT YOUR COMPANY GETS:

- Naming rights to the Pavilion, which would then become Your Company Pavilion or Your Company Ag Pavilion ... or whatever moniker is settled on.
- Large signage on the outside wall of both facilities and large signs on walls inside both arenas.
- A fence banner along the entrance/exit at the Park.
- Directional signage around the Park, including a large sign at the entrance, guiding people to the your building.
- Use of the Pavilion for two days per year at no rental fee. Can be used internally or provided for a local group or organization. If for an event has to be a new event and not a current event.
- Your presence on all promotional screens in the Park.
- Full page ad in the annual agri-show program.
- Exposure at The Horses At Evergreen Park live horse racing event July-August including a banner, full page program ad and PA announcements

WHAT EVERGREEN PARK GETS:

- A commitment of \$40,000 annually for a minimum of five years. Your company would have first right of refusal to continue after five years, but would have to advise Evergreen Park a year in advance of their intentions.

Note: Sign production, installation and replacement would be the responsibility your company.



BLEACHER WITH YOUR SIGNAGE

There are six sets of bleachers in the newly-renovated Lewis Hawkes Arena in the Evergreen Park Pavilion and one signage location still available.

The space available is 20 inches deep by 177 inches wide and very prominent on the back of a bleacher in a high-traffic area.

We are looking for a life-time commitment of \$25,000 for the space - \$5,000 per year for five years if you wish to spread the payments out.

Sponsor would be responsible for production and installation of the signage.





THE SALONS IN YOUR COMPANY'S NAME

The facility features three Salons – able to hold over 900 people in total. They are available either individually or together.

The Salons, located in the MD of Greenview North Wing of the TARA Centre, are used for many events including Big Hearts For Big Kids, the petroleum show, Agri-Show, weddings, banquets, meetings, car shows, RV shows, Christmas parties, trade shows, funerals, home and garden shows and many other events.

Your signage would appear above the entrance door leading into the Salons and a second sign would be located inside the hall above the doors. There would also be a smaller sign in the hallway extended from the wall.

If you took all three Salons it would be \$15,000 annually with signage at all three entrances and over the exit doors of all three salons. If you chose just one it would be \$5,500 and two would be \$10,000 annually on a minimum five-year agreement.

Sponsor is responsible for production and replacement costs of signage.





On wall outside meeting room



On inside wall over beverage station



Extending from wall outside meeting room

MEETING ROOM IN YOUR COMPANY NAME

Your company has an opportunity to put your brand inside and outside one of the meeting rooms in the TARA Centre.

There are four meeting rooms in the MD of Greenview North Wing of the TARA Centre. They are directly across from the Salons. The Grand Hallway is between the meeting rooms and Salons.

For your sponsorship - \$5,000 per year based on a minimum five-year agreement - your company name would appear on a sign extended out from the wall over the entrance to the **Your Company Room**; on another sign flush to the wall at the entrance; and a wall inside the meeting room.

The meeting rooms are used on an almost-daily basis and for various large productions like the Agri-Show, Growing The North, Christmas parties, company and non-profit group meetings and many other events held in the TARA Centre.





ARENA PANELS WITH YOUR SIGNAGE

The Lewis Hawkes Arena in the Evergreen Park Pavilion is used on a daily basis by a variety of groups and will also be the location for many new events now that the facility has been upgraded.

All signage is attached to the panels as stickers to ensure they are safe and very secure so as not to break off or entangle with an animal.

We are asking for \$2,000 per sponsor sign annually based on a minimum three-year commitment or, if paid up front, \$5,500 for three years or \$8,000 for five years.

Signage starts in the middle on the east side of the arena and continues clockwise and counter-clockwise around the arena covering the east side and south and north ends - areas visible by spectators in the bleachers.

Sponsor would be responsible for signage production and installation.





FENCE SIGNS

Do the math and it adds up to 1,000,000!

During the course of a year there will be 500,000 people who drive along the main road. And then they leave the same way. Your signage is the first and last thing they see when visiting The Park.

That means fence signage will get 1,000,000 looks in the next year as people arrive and leave the Park.

That's a lot of looking and it means pretty good value for the dollars spent to have your signage located on the fence. And, with the Park speed limit at 30 kilometres-per-hour they won't be speeding by your sign.

We are also offering, as part of this package at no extra cost, exposure for your company on our promotional screens around the Park – in the TARA Centre, Wild Horse Casino & Lounge, under the grandstand and in the Pines Family Restaurant.

The signs are 9 x 5 feet signs created out of a mesh material and, for the most part, are black backgrounds. They are \$2,500 annually and we ask for a minimum three-year commitment. Sponsors are responsible for production costs - about \$400 for each sign.





PROMOTIONAL SCREENS

There are several promotional screens at the Park – in the foyer of the TARA Centre, the Pines Family Restaurant, under the grandsand and in the Wild Horse Casino & Lounge.

All of them run 24 hours a day, 365 days of the year. That's a lot of repeats for your TV "commercial".

You have the option of a three-month exposure, six months or an entire year – with the rate being reduced the longer your commitment. It starts at \$200 per month for three months and then lowers to \$150 per month for six months and then slides all the way down to just \$100 per month if you sign up for a year.

You provide us with the ad, in either JPEG or PDF format or MPEG. If you have a three-month agreement we will switch out your ad twice during the agreement time; if you have signed up for the six-month deal we will switch your ad to something different four times; and if you're with us for a year we will put your new ad on the screens up to six times.

Your ads can include animations, video, photos, logos and, of course, words.

Note: This sponsorship comes at no extra cost with purchase of a fence sign.





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