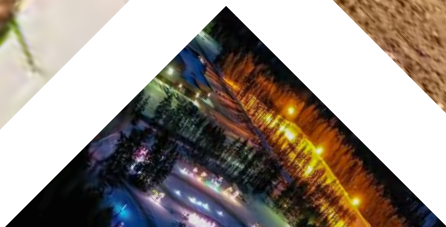
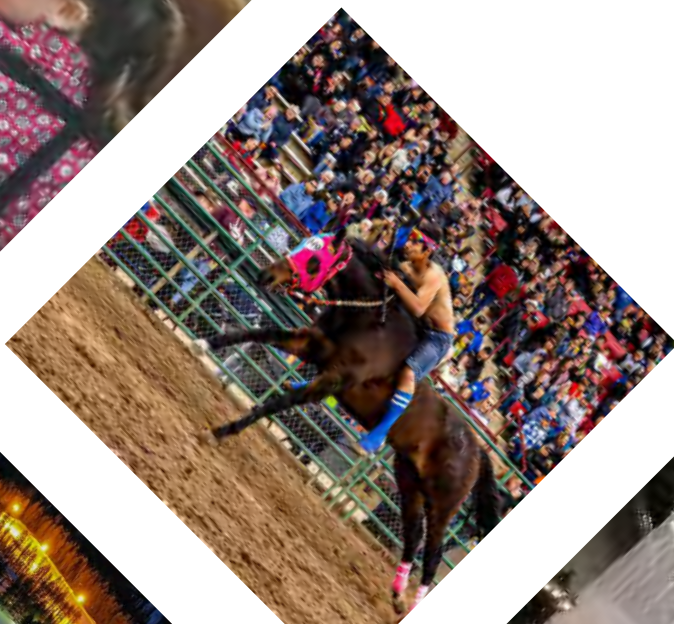
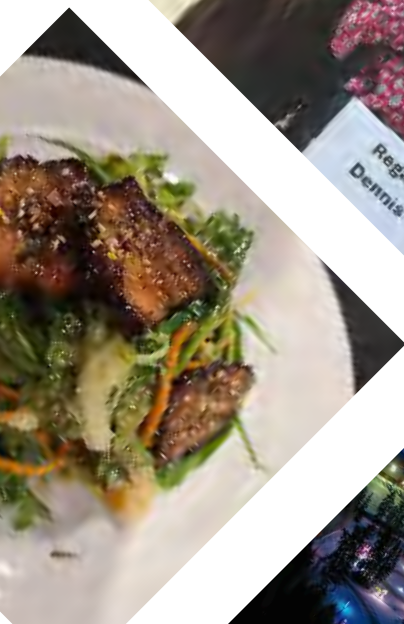




# SPONSORSHIP OPPORTUNITIES





# ABOUT EVERGREEN

## PART OF THE LOCAL LANDSCAPE SINCE 1912

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 1912. 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 Foster's 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, outdoor theatre group, 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!





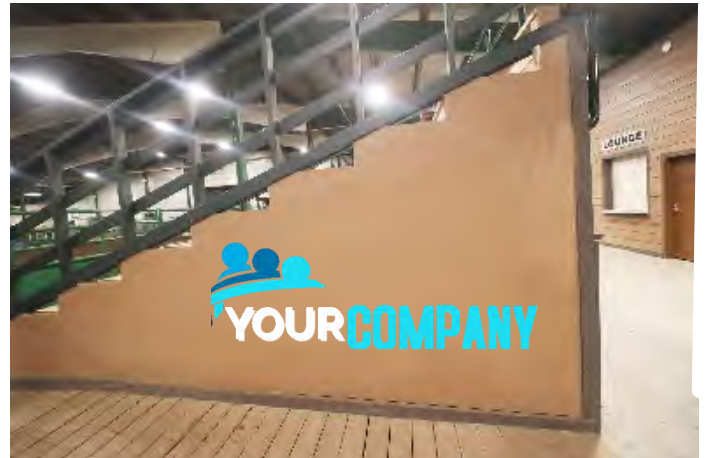


# THE PAVILION SIGNAGE



## WALLS

Your signage on one of the walls in either the Lewis Hawkes or Drysdale Arenas in the Foster's Pavilion would be 40 square feet and configured, either horizontal or vertical, to fit with your company logo. Cost is \$1,500 annually for minimum two years and sponsor pays for production costs.



## BLEACHERS

There are signage opportunities on the bleachers in the Lewis Hawkes Arena. Spots are available for \$1,000 annually on the sides. The sign on the back of the bleachers (there is one remaining) is \$1,500 annually. Sponsor pays for production and installation and minimum agreement is two years.





# ARENA PANELS WITH YOUR SIGN



The Lewis Hawkes Arena in the Foster's 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.

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.





# FOYER WALL AND ROOM WITH YOUR SIGN



One of the largest sponsor signs at Evergreen Park is available!

It is located in the foyer of the TARA Energy Services Centre located on the west wall above the registration/coat check room. This sponsorship also comes with the naming rights to the room; a fence sign; and a panel sign in the Lewis Hawkes Arena in the Foster's Pavilion.

The TARA Energy Services Centre hosts a dozens of events over the course of the year including Stompede beer gardens and midway/event admissions, Festival of Trees, ag show, energy show (every second year), home show, car show, concerts, Growing The North, Big Hearts For Big Kids, chuckwagon tarp auction, graduations and much more.

Cost is just \$10,000 per year based on a five-year agreement.

Sponsor is responsible for cost of signage and installation.







# TARA CENTRE SALON NAMING



The MD of Greenview North Wing in the TARA Energy Services Centre includes three salons.

Combined they are able to hold 900 guests or 300 individually.

The salons are used for many events including Growing The North, Tenille Townes' Big Hearts For Big Kids, energy show, ag show, weddings, banquets, car show, RV show, Christmas parties, galas, home and garden shows, Festival of Trees and much more.

Your signage would appear extended above the entrance to your Salon as well as beside the main doors into the Salon. There would also be a sign on the inside of the Salon over the exit doors.

If you took all three Salons the cost would be \$15,000 annually with your signage at the entrance and exit of all of the Salons.

If you chose just one it would be \$5,500 annually and two would be \$10,000 annually on a minimum five-year agreement. Sponsor is responsible for the production and installation of signage and it can be updated at any time.





# TARA CENTRE ROOM NAMING



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

There are two meeting rooms still available for sponsorship in the MD of Greenview North Wing of the TARA Centre.

Meeting rooms are directly across from three Salons and the Grand Hallway is between them.

The meeting rooms are used on a daily basis for many events including safety meetings, team planning, celebrations, ag show, Growing the North, energy show, Christmas parties and many other events that are part of the TARA Centre activities.

For your sponsorship - \$5,000 per year based on a five-year minimum agreement - your company name would appear on a sign extended over the entrance and another beside the entrance and a sign with you company logo would be placed inside the meeting room.

Sponsor is responsible for signage production and installation.





# FENCE SIGNS



Over the course of a year there will be upwards of 500,000 people who drive along the main entrance/exit at Evergreen Park. Fence signage is the first and last thing they see when they visit the Park.

That means your sign could get as many as 1,000,000 looks over the course of 12 months as the Park hosts a myriad of events - some of which attract near 40,000 spectators.

That's a lot of looking and 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.

In 2024 we added lights along the top of the fence signs to make them more visible when the sun goes down.

We are offering, as part of this package at no extra cost, exposure for your company on our promotional screens throughout the Park - in the TARA Centre, Wild Horse Casino & Lounge and MNP Concourse under the grandstand.

The signs are nine feet wide by five feet deep and created out of mesh material to allow the wind to blow through them and lessen the chance of your sign being damaged.

We are asking \$2,500 annually for a minimum three-year commitment. Sponsor is responsible for cost of sign production - which can range from \$300 to \$400.







# AG SHOW OPTIONS



The Peace Country Classic Agri-Show 2026 is being held in early-March at Evergreen Park in Grande Prairie. The Show features hundreds of exhibitors inside and outside the TARA Energy Services Centre.

Also in the TARA Centre is the Michener Allen Kids Auction on the Friday of the Show and the Peace Crafts & Creations, dozens of exhibitors displaying their wares, all three days of the Show. There are meeting rooms available in the TARA centre for those companies interested in making presentations.

The Show kicks off with an Exhibitor Breakfast on the opening day. Over at the Foster's Pavilion is the Keddie's Horse Program on Friday and Saturday in the Lewis Hawkes Arena and on Friday in the Drysdale Arena the Northern Classic Bull Sale takes place.

Friday, in Clarkson Hall, is when the County of Grande Prairie Farm Family banquet is being held. The Petting Zoo is located in the Drysdale Arena and will be open Friday and Saturday.

On Saturday the Youth Livestock Program goes in the Drysdale Arena. The Show wraps up with Thunder In The Pines Skijoring on J.D.A. Raceway at Gordon Badger Stadium on Saturday.

Here are some sponsorship options:

- **Day Sponsor:** Visibility at the Show all three days including exhibitor space in the foyer (\$2,500);
- **Entrance Signs:** Located on either side of main hall entrance - sandwich board style (\$700 for two);
- **Program Ads:** Full page, full color ad in Show program all three days (\$400/\$600/\$700);
- **50/50:** Lots of exposure through signage, social media and table in foyer (\$2,200);
- **Banners:** Roll-up banners in TARA Centre and hanging banner space available in Foster's Pavilion (\$300);
- **Kidz Zone:** Special room in foyer, signage and exhibitor space (\$2,500);
- **Petting Zoo:** Located in Drysdale Arena in Foster's Pavilion and open Friday and Saturday of Show (\$2,500).



# HORSE RACING



The Horses At Evergreen Park go Saturdays and Sunday during July and August on J.D.A. Raceway at the Gordon Badger Stadium.

There are several highlight events including Wiener Dog Derby; Derby Day; Paint The Park Purple; Baconfest; Farm Day - Farm To Table; and Pioneer/Memorial Weekend.

These events will attract thousands of fans over the course of the summer season.

Here are some sponsorship options:

- **Presenting Sponsor:** The summer race season would be called The Horses At Evergreen Park Presented by Your Company (\$25,000);
- **Stakes Series:** There are three Stakes Series - the Marathon, the Sprint and the Distaff with sponsorship offered for all of them (\$10,000);
- **Kids Zone:** One of the most popular areas during the racing season (\$5,000);
- **Tote Board Signage:** All eyes are on the tote board as odds and results change every race (\$2,500);
- **Winners Circle:** Signage at the circle and PA announcements as winners line up to get their photos taken after every race (\$2,500);
- **Two Minutes To Post:** The Two Minutes To Post Sponsored by Your Company is blasted over the PA before every race all season long (\$1,500);
- **Banners:** Your signage will go up near the stadium in a high-traffic area (\$1,000);
- **Program Ads:** A full page in the racing program for every race day all summer long (\$500)..





DON MOON

Marketing & Sponsorship Manager

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[www.evergreenpark.ca](http://www.evergreenpark.ca)