

SPONSORSHIP &  
NAMING RIGHTS  
OPPORTUNITIES



*Nitro Circus at Evergreen was the largest attended single event in the history of the Peace Country.*

## EVERGREEN – JEWEL IN THE FOREST

The Grande Prairie Regional Agricultural & Exhibition Society has roots that stretch back to 1910 – four years before Grande Prairie became an official village.

Today the Society, which oversees the development and daily operations of Evergreen Park, continues to operate as a charitable non-profit ... but there have been a few other changes.

Back in 1910, the first agricultural fair and rodeo was held in what is now downtown Grande Prairie at a location near where the current farmer's market is located on 101 Ave. and 101 St.

It was an outdoor experience with displays of vegetables, canned goods and needlework and livestock events held nearby.



Over the years the "fairgrounds" moved to several locations - including a permanent race track and buildings on the city's east side - and today the Society is proud to call Evergreen Park, and its 1,200 acres on the south side of Grande Prairie, home.



The move to the southern outskirts of the city took place in 1982. Since it first opened, Evergreen Park has featured what is considered one of the best horse racing facilities in western Canada including a large covered grandstand, new barns, buildings and other amenities.

A full-service restaurant and a casino with 99 slot machines and VLTs - the Pines Restaurant & Casino - is part of the J.D.A Raceway complex that includes the Gordon Badger Stadium grandstand overlooking the sand and loam racing oval measuring 5/8<sup>th</sup> of a mile. A family restaurant was added in 2017.

(.



.. continued next page)



# EVERGREEN – JEWEL IN THE FOREST

Canadian Professional Rodeo Association competitors as well as World Professional Chuckwagon Association, Western Chuckwagon Association – behind the reins of



thoroughbreds - and All Pro Canadian Chuckwagon pony drivers compete annually on the J.D.A Raceway track during Stompede in the spring – usually late May into early June. The best cowboys from Canada and many from the U.S. and other countries take part in Stompede's rodeo.

For two months in the summer – July and August – Horse Racing

Alberta takes over J.D.A. Raceway weekends giving local bettors a chance to wager on their favorite jockey or horse at The Horses At Evergreen Park.

Evergreen Park has hosted prime ministers, RCMP Musical Rides, logger competitions, county fairs, forestry shows, petroleum shows, weddings, graduations, outdoor movies, Special Olympics, archery competitions, agri-shows, volleyball tournaments, home shows, RV shows, sports expos, dog shows, wedding shows, roller derby, car shows, monster trucks, seminars, retreats, meetings, horse competitions, conventions, Nitro Circus, mud bogs, MMA fights, equestrian competitions, national conferences and many other shows, acts and events since the move south of the city.

With away from the "fairgrounds" east of the city came another change.

Evergreen Park, while certainly capable of hosting a "fair" of any size, became much, much more than a "fairground". It is the largest multi-purpose, multi-facility and most-used major venue north of Edmonton.



( ... continued next page)

# EVERGREEN – JEWEL IN THE FOREST

With 500,000 visitors annually the road into Evergreen is well travelled year-round.

During the course of a year most city and county residents of greater Grande Prairie have taken in at least one “event” at the park whether it be Stompede, Festival of Trees, Wedding Show, Evergreen Park Kids Zone, outdoor skating rink or one of the many trade shows held on the grounds. During that same time thousands from around the Peace Country – which encompasses northwestern

Albert and northeastern British Columbia – make the short trek to the Swan City to take advantage of Evergreen and what it has to offer.



In the winter the indoor horse stalls are usually full. It is the perfect venue to train or just pleasure ride on a daily basis in one of the two heated indoor arenas – the Drysdale Centre and Lewis Hawkes Pavilion. In November-December the Heavy Horse Pull Club’s Northern Spirit Light Show delights upwards of 40,000 annually.



Travellers from around North America stop by during May to October to take advantage of the Evergreen Campground – which features 76 spots, all equipped with electricity, water and a dumping station along with a general store and playground. It is just steps away from The Pines Restaurants, the casino, ball diamonds, archery

centre and the ENTREC Centre and the many events held during the spring and summer at the Park.

The ENTREC Centre has helped turn Evergreen Park into the largest full featured exhibition facility north of Edmonton.

( ... continued next page)



# EVERGREEN – JEWEL IN THE FOREST

The ENTREC Centre was opened in 2008 and is 105,000 square feet. It features a 46,200 square-foot main hall, which has hosted concerts by the likes of Dwight Yoakam, Serena Ryder, Big Wreck, Hedley, Blue Rodeo and Paul Brandt and is used for trade shows, graduations and other events where lots of room is needed. It also houses three 6,600 square foot salons and four meeting rooms in the 2,000 square foot range each..

There is also a huge foyer in the ENTREC Centre as well as administration offices for Evergreen Park staff.



Clarkson Hall is a 9,600-square-foot building that has been part of Evergreen since Day 1. It hosts weddings and other events for up to 500 people. It has undergone a recent renovation making it one of the best wedding/banquet facilities in the area. A rustic log building, the Oldtimer's Cabin, is also available for use for groups of up to 50.

Evergreen Park also features an archery centre as well as an equestrian complex that includes permanent jumps and water hazards. The great expanse of Evergreen Park also allows competitive cross-country horse competitions to take place using the equestrian facility, the track and the picturesque trails through the spruce and pine trees throughout the park.

Evergreen Park Kids Zone, located in Badger Stadium, includes bouncy castles, arcade games and a private party area from October to April.

The Park is also home to the Learning & Innovation Centre, which has won an Emerald Award for its tree planting pilot project, and hosts the Grande Prairie Minor Baseball Association and its 12 diamonds.

Located on the southern outskirts of the city of Grande Prairie - population 68,000 - Evergreen Park is just minutes away from hotels and shopping centres.

Evergreen Park – experience it!





## YOUR COMPANY CENTRE

The **Your Company Centre** at Evergreen Park is one of the highest-profile facilities in the Peace Country. Over 500,000 people venture out to the Park annually and all of them either visit or pass by the **Your Company Centre**.

Naming Rights for the building will gain your company exposure in a variety of ways including large signs on all four sides of the facility and two walls inside in the Main Hall; profile on all promotional screens at Evergreen Park; logo on the Evergreen Park homepage with a link to your website; use of the 46,200-square-foot Main Hall for a day each year for a company event or newly-created fundraiser; your logo on the **Your Company Centre** road signage in and around Evergreen Park; company profile included on the **Your Company Centre** kiosk in the foyer; wall space in the foyer reserved to promote your company; a VIP Experience Day for 24 (food and drinks included) at The Horses At Evergreen Park in the summer; and a press conference to announce you as the purchaser of the **Your Company Centre** Naming Rights.

Because of the many events – trade shows, galas, concerts, fund-raisers of all types, home shows, sports expos, petroleum shows, agri-shows and much more – there is great added-value through the thousands of times the **Your Company Centre** is mentioned by the media, and through word-of-mouth, in the Peace Country as these events are being promoted. For every event there is usually a poster or newspaper ad and radio commercials which would feature the **Your Company Centre** logo or the name. The **Your Company Centre** would also be featured in a full-page ad placed annually in the large-circulation regional tourism guide and there would be a **Your Company Centre** page under the Facilities tab on our website along with the logo and link on the homepage.

We are looking for a 10-year agreement at \$75,000 per year. Your company would be responsible for production costs of your signs at the **Your Company Centre** and Evergreen Park would be responsible for placing your logo on signage in and around Evergreen Park including road signs entering the facility.





## YOUR COMPANY HALL

Next to the building naming rights, **Your Company Hall** offers the highest profile at the ENTREC Centre at Evergreen Park.

**Your Company Hall** is where Stompede and other beer gardens are held as well as all of the car shows, concerts, trade shows, graduations, home shows, agricultural shows, petroleum shows, RV shows, Big Hearts For Big Kids and other high-profile events take place - all of the well-attendance functions that attract thousands upon thousands of visitors each year.

Besides your logo on the entrance to **Your Company Hall**, as pictured above, your brand will also be very prominent on the inside of the **Your Company Hall** on north and south walls. And, we would erect a plaque outside the **Your Company Hall** that profiles your company: feature you on our promotional screens at the Park; and provide you with an entrance/exit fence sign for the duration of the agreement.

Cost for these naming rights is \$20,000 per year on a minimum five-year agreement. Sponsor is responsible for production cost of signage.







## YOUR COMPANY SALON

Sponsoring one of the three salons in the ENTREC Centre is a great way to get your name in front of thousands of people year-round.

The facility features three salons – B, C and D – that are used for many events including the agri-show, weddings, banquets, meetings, car shows, RV shows, trade shows home and garden shows and many other events.

Your signage would appear above the doors leading into the salon and a second large sign would be located in a prominent spot inside the hall. There would also be a smaller sign in the hallway extended from the wall.

Each salon holds 300 people and the three salons can be opened up to create one, large salon that holds upwards of 900 people.

We are looking for three-year agreements on each of the salons at \$5,500 annually for each hall or \$15,000 for all three (with triple the signage). Sponsorship also includes a presence on the five promotional screens at Evergreen Park. Sponsor is responsible for production costs of signage.







## YOUR COMPANY MEETING ROOM

There are two meeting rooms available for sponsorship just waiting for **Your Company** naming rights.

There are four meeting rooms in the North Wing of the ENTREC Centre. They are directly across from the three Salons. The Grand Hallway is between the meeting rooms and salons.

For your sponsorship, \$5,000 per year based on a minimum three-year agreement, your company name would appear on a sign extended out from the wall over the entrance to **Your Company Room**; another sign flush to the wall at the entrance; and a wall inside **Your Company Room** (top photo) for a mural promoting your company.

The meeting rooms are used on an almost-daily basis and for various large productions like the Agri-Show, Growing The North, STARS Hanger Dance, Christmas parties and many other events held in the ENTREC Centre at Evergreen Park.

The meeting rooms available for sponsorship are No. 2 and No. 3. Meeting Room 1 is sponsored by the Grande Prairie Chamber of Commerce and meeting Room 4 by the Kin Club.





## KIDS ZONE SPONSORSHIP

One of the busiest places at Evergreen Park from October 1 to mid-April is the Evergreen Park Kids Zone.

Our mandate is to keep admission fees reasonable so all families in the community can take advantage of the facility. In order to keep fees low, we rely in part on our sponsors and it is our hope we can include you on that list.

Evergreen Park Kids Zone is located in Gordon Badger Stadium and includes four bouncy castles, a tot play area, arcade games, private upstairs party area, tables for the public and free coffee and water.

We are looking to have each of the four bouncy castles – one of which is for five and under – sponsored. Cost for each is \$2,000, but if you wanted all four it would be just \$7,500. And if you want us to name it Your Company Kids Zone and get all the benefits and more we are looking at \$10,000.

For a single bouncy sponsorship, you would receive a sign outside your bouncy; 200 free passes with your logo on them (a \$1,600 value) to hand out in the community; your company promoted on a special Kids Zone screen in the facility on a continuous loop; your logo on our online main Kid Zone page as well as each ordering page and also on each ticket printed by those who book tables and parties. You could order extra passes at just \$4 each.

Sponsor would be responsible for production cost for signage and pass printing.







## MAIN ROAD FENCE SIGNAGE

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 six promotional screens around the Park – three in the ENTREC Centre, one in the Pines Restaurant & Casino; one in the Pines Family Restaurant; and one in the Gordon Badger Stadium.

There two sizes of signs – the 9 x 5 feet signs are \$2,500 annually and the 18 x 5 are \$4,800 annually. Sponsors are responsible for production costs (about \$350 or \$600 depending on size) and we are asking for a minimum three-year agreement.





## DRYSDALE CENTRE SIGNAGE


The Drysdale Centre, the home of the Grande Prairie Gymkhana Club, is used on a daily basis for small events and large. It is a busy facility year-round!

It hosts daily users like those training or working out their horses to events like barrel racing championships and big ones like the Agri-Show, where the stands are full for several days with bull sales and other events.

Signage in the Drysdale Centre is very reasonable. Cost is just \$500 per sign per year. Sponsor is responsible for the production cost of their signage.





A background image of a dark night scene with a bright, glowing sparkler on the right side. A white rectangular text box is positioned on the left side of the image.

# BUILDING WORK FOR THE FUTURE

*Our business strategy*

**your logo**

## TV SCREENS SPONSORSHIP

There are six promotional TV screens at Evergreen Park – three in the foyer of the ENTREC Centre, one in the Pines Family Restaurant, one in the Pines Restaurant & Casino and one in Badger Stadium.

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.

We have also partnered with CIA Solutions. A fifth screen in the ENTREC Centre and 25 more around the Peace Country would display your ad for an additional \$150 per month.

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.*





## PADDOCK & PLATFORM SPONSORSHIPS

The paddock signage will remain very visible year-round and especially so during the July-August The Horses At Evergreen Park!

That includes being there when the 40,000 or so spectators take in Stompede, the thousands more who will be at the track for Guitars & Wagons, the mud bogs, off-track truck racing, December light show and many other events held at the facility. And of those who pass by to take in activities daily at the Drysdale Centre and Lewis Hawkes Pavilion.

The signage on the viewing platform will also be there year-round and obvious.

Cost for the paddock outside wall is \$2,000 per year, each individual paddock stall is \$750 for the year and the viewing platform is \$500. Or you can have them all for just \$7,500 annually. All based on minimum three-year agreements. Sponsor is responsible for production costs of signage.







**DON MOON**

**Marketing & Sponsorship Manager**

**Cell: 587-298-0548**

**Office: 780-532-3279**

**Email: [dmoon@evergreenpark.ca](mailto:dmoon@evergreenpark.ca)**

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