

## NAMING RIGHTS & SPONSORSHIP



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*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.



VLTs - the Pines Restaurant & Casino - is part of the Gordon Badger Stadium complex that includes the grandstand overlooking the sand and loam racing oval measuring 5/8<sup>th</sup> of a mile.

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  
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# 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 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 the track 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, mud bogs, MMA fights, equestrian competitions, national conferences and many other shows, acts and events since the move south of the city.

With the move south 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.



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# 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, outdoor skating rink or one of the many trade shows held on the grounds and during that same time thousands from around the Peace Country – which encompasses northwestern Alberta and northeastern British Columbia – make the short trek to the Swan City to take advantage of Evergreen and what it has to offer.



During 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 30,000 annually.



Travellers from around North America stop by during May to October to take advantage of the McGovern’s RV & Marine 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 Restaurant & Casino and the many other 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.

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# 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; three 6,600 square foot salons; and four meeting rooms in the 2,000 square foot range each. Don Cherry visited the ENTREC Centre in the summer of 2014 for a fundraiser for a local group.

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.

Troyer Town is an indoor playground and features bouncy castles, arcade games and a private party area from November to March. In the summer Troyer Town moves outdoors during the summer horse racing program.

The Park is also home to the Centre For Resource Excellence and Innovation, which has won an award for its tree planting pilot project and the hosts Grande Prairie Minor Baseball Association and its 12 diamonds.

Located on the southern outskirts of the city of Grande Prairie - population 65,000 - Evergreen Park is just minutes away from hotels and shopping centres

.Evergreen Park – experience it!





## YOUR COMPANY RACE TRACK

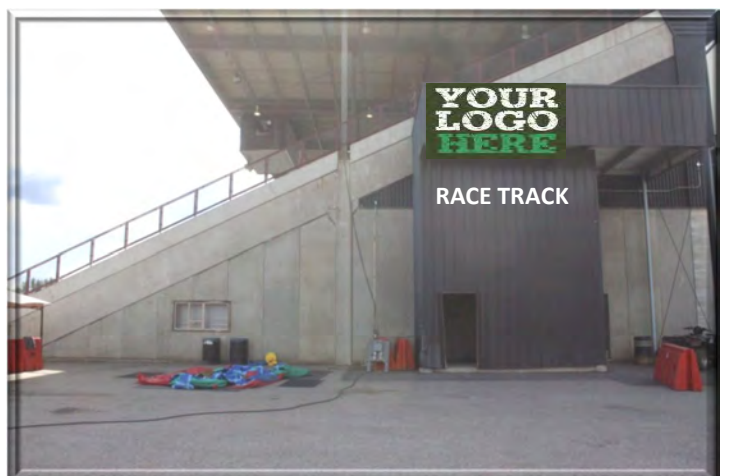
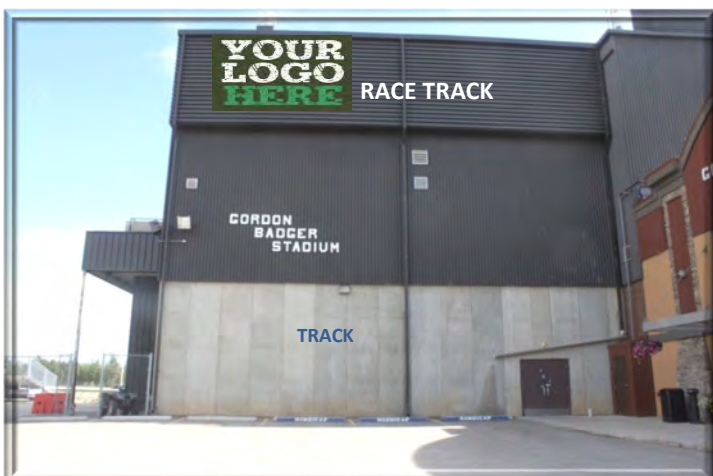
Want to keep your company "on track"? If you do, we have the perfect partnership for you – the Evergreen Park Race Track Naming Rights!

Your logo will be included on four sides of the Gordon Badger Stadium as well as on the grassy knoll on the northeast corner of the track.

Also included in this package is the naming rights to two of the special race events held during The Horses At Evergreen Park in July-August.

The Horses At Evergreen Park is a great place to host staff, clients or both. You have free use of the VIP tent – including food, programs, betting vouchers and a betting expert - for both of your hosted races at **Your Company Race Track!**

This is one of the most high profile partnerships at Evergreen. Cost for this partnership is \$30,000 annually over a minimum five-year agreement and the sponsor is responsible for the cost of sign production.





## YOUR COMPANY HALL

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

**Your Company Hall**, located in the ENTREC Centre, is where all of the car shows, concerts, trade shows, graduations, home shows, agricultural shows, petroleum shows, Stompede beer gardens, Guitars & Wagons concerts, RV shows and other high-profile events are held - all of the high-attendance events 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 **Hall** on the east, south and west walls. And, we would erect a plaque outside the **Hall** that profiles your company, feature you on our promotional screens at the Park and provide you with a 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.





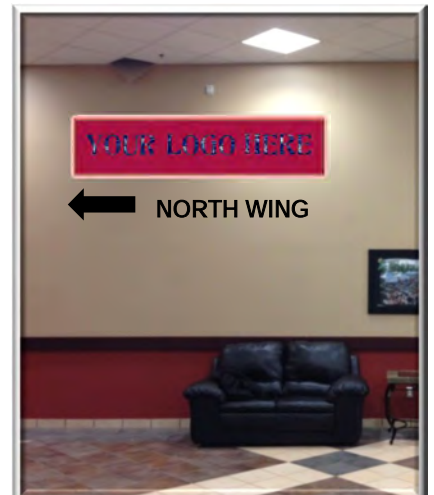
## NORTH WING SPONSORSHIP

The **Your Company** North Wing of the ENTREC Centre is one of the highest-traffic areas of the facility on a regular basis.

Four meeting rooms – Chamber of Commerce Room A, Lee’s Sheet Metal Room B, Chuckwagon Heritage Association and the Kin Club Room D – are part of the **Your Company North Wing**. It also includes Halls B, C and D, which are used for weddings and other events year-round.



Besides your logo prominently, and large, displayed on a wall in the main concourse your logo will also appear, again prominently and large, above the entrance into the meeting room and hall area as well as on a wall facing the north entrance.



Your company will also, as part of this package, receive use of one of the meeting rooms four times per year. You can use it yourself or donate to a non-profit group as a community warm and fuzzy. You would also be promoted on our screens at the Park and would receive a fence sign.

We are looking for a five-year agreement at \$8,500 per year. Sponsor is responsible for production costs of signage.







## THE HALL SPONSORSHIPS

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

The facility features three halls – B, C and D – that are used for many events including weddings, banquets, meetings, car shows, RV shows, home and garden shows and many other events.

Your signage would appear above the doors leading into the hall 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 and you would appear on the Park's promotional screens.

Each hall holds a minimum of 300 people and the three halls can be opened up to create one, large hall that holds upwards of 900 people.

We are looking for three-year agreements on each of the halls at \$4,500 annually for each hall. Sponsor is responsible for production costs of signage.



# FOYER MURAL SPONSORSHIP

Want to make an imprint with your company in a BIG way at Evergreen Park?

The **Your Company Mural Wall** is a great way to do just that.

Your mural can be related to your company or it can be a local scene using farming, forestry or feature an Evergreen Park event as the theme.

Image area for the mural is about 80 square feet.

This partnership is a minimum five-year agreement at \$5,500 per year. Sponsor is responsible for production costs of the mural and it must meet Evergreen Park specs in order to keep a consistent look to the murals throughout the ENTREC Centre.





## YOUR COMPANY RINK AT THE PARK

Your Company Rink at Evergreen Park includes a 12,000-square-foot main ice surface and 8,000-square-foot oval. It will be open from December until early-March.

There is a heated change unit that holds up to 40 people and includes two washrooms. Sponsor information can be included on the change unit walls. There is music and lots of lighting.

The rink is open to the public at all hours and the heated unit set hours during the week. We are planning a couple of weekend shinny tournaments for young people and adults.



*A Welcome To Your Company Rink sign will greet visitors as they enter the facility*



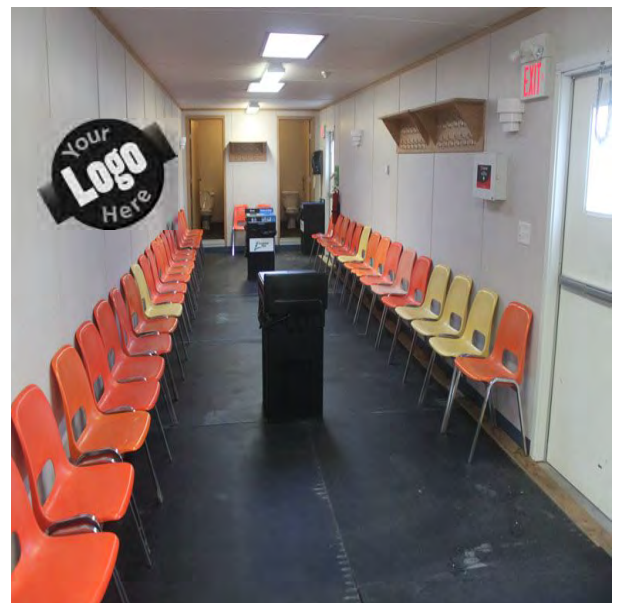
*One fence is 120 feet long and the other 110 – both are available for sponsor signage.*

Part of the **Your Company Rink** package is the ability for **Your Company** to hold a family event – hot dogs, hot chocolate, etc. – at **Your Company Rink** during the skating season. The package will include free admission to Evergreen Park’s indoor winter playground – Troyer Town – for all guests **Your Company** invites to Family Day.

**Your Company** would receive 50 child passes to Troyer Town – which is open October to April – to hand out in the community. You would also receive year-round exposure on our four promotional screens at the Park and on our new website a special page promoting **Your Company Rink** At The Park with a link to your website from your logo on the special page.

Our goal is not to make money, but not to lose any on the rink so we are looking only to have our hard costs covered – a minimum \$3,000 and maximum \$6,000.

Sponsor is responsible for the production costs of signage for this program.



*The warming/change facility has two washrooms and room for 40.*



*Part of Your Company Rink is a skating oval for the little ones .*



## ATM SPONSORSHIP

Ever tried to use an ATM machine during a busy event at Evergreen Park?

Then you know about the lineups to access those dollars.

That's why the **Your Company ATM Sponsorship** has such great value!

The **Your Company ATM Sponsorship** is permanent signage that remains in place year-round at the facility.

It includes seven permanent machines located in the TEC Centre, Gordon Badger Stadium and The Pines Restaurant & Casino.

Your company logo will be front and centre and in full view not only for those standing in line to use the machines, but the thousands of others who walk through the TEC Centre, Gordon Badger Stadium and The Pines Restaurant & Casino on a daily basis.

Cost for the **Your Company ATM Sponsorship** is \$2,750 annually with a minimum three-year agreement.





## 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 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 four promotional screens around the Park – two in the ENTREC Centre and two in the Pines Restaurant & Casino.

The single width signs are approximately nine feet wide by five feet deep (\$2,500 annually) and the double-width ones approximately 18 feet wide by five feet deep (\$4,800 annually) and displayed over a black mesh background that is aesthetically pleasing. Sponsors are responsible for production costs (about \$300) and we are asking for a minimum three-year agreement.





## CONTAINER SPONSORSHIP

This is the most numerous sponsorship offered by Evergreen Park.

There are 40 waste/bottles & cans containers indoors in our various venues; 20 waste-only containers indoors; a dozen bottles-only containers indoors and 20 to 100 more temporary ones used at special events during the year outdoors depending on the size of the event.

Your company logo would appear prominently on each and every one of them.

We are looking for a three-year agreement for this partnership at a cost to the sponsor of \$7,500 annually.

Sponsor is responsible for production costs for signage on containers. For the permanent containers we would suggest decals and the temporary ones plastic wrap that can be purchased in bulk.



## PARKING LOT SPONSORSHIP

There are four parking lots up for grabs.

Lot A is \$5,500 and includes three large two-sided signs along the north-south main entrance to the park and two along the east-west roadway as well as six smaller signs inside the lot at each exit/entrance between the lots. A very high-profile package!

Cost for Lot B is \$3,500 and includes two two-sided signs on the east-west corridor and six inside the lot at each exit/entrance; Lot C and is \$2,500 and has the two east-west roadway signs and four inside.

Or, you could have all three lots for \$8,000 based on a three-year agreement.



Evergreen Park will provide the metal frames for the roadway signs while the sponsor is responsible for all other production costs including for the signage that goes inside the frames and the signs inside the parking lots.







## TROYER TOWN FLOOR SIGNAGE

Troyer Town, Evergreen Park's indoor playground for children, hosts several hundred birthday parties every year and thousands more during its public hours from October to mid-April.

While it is a place for children, more than half who visit Troyer Town are adults – moms, dads, aunts, uncles, grandparents and friends who join the children for a birthday party or a fun day at the indoor facility.

The floor signs, which will be 15 square feet in size, are placed in front of each of the three bouncy castles in the venue in a high-traffic area that is frequented by children and adults.

Cost is \$1,000 per floor sign or all four for \$3,000. You would also receive 50 Troyer Town day passes to give to staff, customers or others in the community. Sponsor is responsible for signage cost.





## YOUR COMPANY TV ZONE

The **Your Company TV Zone** is under the grandstand in the Gordon Badger Stadium. There is one large screen and four smaller ones. One of the screens would feature your company information 24-7 for every day of the year. That information can be changed regularly.

From October 1 to mid-April the area is used for families during Troyer Town – an indoor kids’ playground. It is a very busy area during those months between public hours and private bookings for birthday and other parties. From mid-April to Sept. 30 it will be used a public area for The Horses At Evergreen Park, Stompede, Pomeroy Guitars & Wagons, Peace Horse Club trials, High School Rodeo, Monster Trucks, Nitro Circus and many other events held at Badger Stadium.

Cost for this sponsorship is \$5,000 annually with a minimum three-year commitment. Sponsor is responsible for production cost of signage and Evergreen Park provides the TVs and hook-ups to the internet, DVDs players, etc.





## TV SCREENS SPONSORSHIP

There are four promotional TV screens at Evergreen Park – two in the foyer of the ENTREC Centre and two in the Pines Restaurant & Casino.

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.





## 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 \$1,000 per sign per year. Sponsor is responsible for the production cost of their signage.





## 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.



# ONLINE TICKET SPONSORSHIP

Evergreen Park has launched an online ticket purchasing program and we are offering a sponsorship on those tickets.

Your company logo will appear on all of the tickets!

The online program allows customers to purchase and print off their event tickets from the comfort of their home or office. The printed tickets are then brought to the event and scanned at the gate for admission into the venue.

It is Evergreen Park's hope to have all events at Evergreen processed in this manner, but the ticket program is not limited just to Evergreen events. The first-ever client for the program, in fact, was for an event being held outside the Park.

Included on each online website would be you logo and a link to your website as well as on the printed ticket information about your company.

Cost for this sponsorship is \$3,500 annually with a three-year minimum commitment.



# 50-50 TICKET SPONSORSHIP

The new electronic 50-50 system was introduced at Evergreen Park this year and it works very well!

Throughout the year Evergreen Park will be joining with various non-profit groups to raise funds through the 50-50 program at events at Evergreen Park.

If your company is the 50-50 sponsor you would also have the opportunity to have staff at some of the 50-50 events to help the non-profits raise funds while at the same time giving your company a community boost.

Sponsor of the 50-50 program will have its logo and information appear at the top of each 50-50 ticket. There is also a special 50-50 page on the Evergreen Park website where people can go to find each event's 50-50 winning number. Your company logo with a link to your website would appear on the 50-50 page.

During events when PA announcers promote the 50-50 it would be known as the **Your Company 50-50**.

You would also be recognized as the 50-50 sponsor on ads on the five Evergreen Park promotional screens throughout the year.

The 50-50 program was purchased for Evergreen Park by Stompede so their logo appears at the bottom of each ticket.

This sponsorship would go in effect immediately with the next event up three days of 50-50 at the Fall Home & Leisure Show at the end of September.

Cost for this program is \$5,000 per year based on a three-year agreement.



Grande Prairie Agriculture and  
Exhibition Association

Stompede Chucks Wednesday

YOUR LUCKY NUMBERS:

**B-B011672**

**B-B045783**

**B-B88567**

Product: 3 for \$5

Reference ID

787DE17

Issued: 2016/05/25

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Winning ticket will be announced  
after the sixth heat of the WPCA  
chucks. You can find the winning  
number at [www.evergreenpark.ca](http://www.evergreenpark.ca)





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