



...experience it!



# SPONSORSHIP & NAMING RIGHTS OPPORTUNITIES



# THE PARK

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.

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-plus 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, 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 Gordon Badger Stadium complex that includes the grandstand overlooking the sand and loam JDA Raceway oval measuring 5/8th of a mile. A family restaurant was added in 2017.

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# THE PARK

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 on JDA Raceway.

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, concerts, 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.

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# THE PARK

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.

During that same time thousands from around the Peace Country make the short trek to the Swan City to take advantage of Evergreen and what it has to offer.

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

The newly-renovated Drysdale Centre hosts many activities including barrel racing, roping events, bull sales, craft and critter shows and a PBR competition 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 TARA Centre and the many events held during the spring and summer at the Park.

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

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# THE PARK

The TARA 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.

Clarkson Hall is a 9,600-square-foot building . It hosts weddings and other events for up to 500 people. After a renovation it is 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 for cross-country horse competitions using the track and the picturesque trails through the spruce and pine trees throughout the park.

The Park features an indoor playground located in Badger Stadium that includes bouncy castles, tot spot and a private party area from October to April.

It is also home to the Centre For Resource Excellence and Innovation - which has won an Emerald 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 over 68,000 - Evergreen Park is just minutes away from hotels and shopping centres.

Evergreen Park – experience it!





# THE SALONS IN YOUR NAME

The facility features three Salons – able to hold over 900 people. One is sponsored by Nu-Vista Energy leaving Salon C and Salon D available either individually or together.

The Salons 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, 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 both the remaining Salons it would be \$11,000 annually with signage at both entrance/exits. If you chose just one it would be \$6,000 annually on a minimum five-year agreement.

Sponsor is responsible for production costs of signage.





# MEETING ROOM IN YOUR 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 **Your Company Meeting Room**; on another sign flush to the wall at the entrance; and a wall inside **Your Company Meeting Room** 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 TARA Centre.







# PADDOCK IN YOUR NAME

The paddock naming rights remain very visible year-round with the many events held at JDA Raceway, Gordon Badger Stadium, the Pines Restaurant & Casino, Pines Family Restaurant and Evergreen Park Kids Zone.

That includes being there when the 30,000 or so spectators take in Stompede; the thousands more who will be at the track for The Horses At Evergreen Park, high school rodeo, horse club competitions, monster trucks; and other events held in and around the stadium, raceway and Pines.

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







# KIDS ZONE IN YOUR NAME

Our mandate is to keep admission fees reasonable at the Kids Zone 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, movies on several screens and free coffee and water.

Naming rights for the facility are available for \$14,000 annually based on a three-year minimum agreement. It would be called **Your Company Kids Zone**.

Included with naming rights are two exclusive parties in the venue; 250 passes to hand out to staff and customers; a variety of signage in public areas outside Evergreen Park and in the Park; exclusive 24 x 7 exposure on one of the Kid Zone screens and year-round exposure on the Park promotional screens; your logo and a link on the Kid Zone page on the Park website; your logo on all of the online order pages and Kid Zone tickets; and a day with the Storm Hockey Club at the venue.

Single bouncy sponsorship are also available at \$2,000 each with passes, signage and other exposure included.

Sponsor would be responsible for production cost for signage.





# 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 – two in the TARA Centre, one in the Pines Restaurant & Casino; and one in the Gordon Badger Stadium.

There are 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 \$400 or \$700 depending on size) and we are asking for a minimum three-year agreement.







# DRYSDALE SIGNS

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!

The building has been upgraded to make it more attract for rental for small and big events. The renovation, so far, has included new walls and makes the facility brighter and more modern-looking. More renovations are planned for the near future.

The Drysdale Centre 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, and a PBR competition.

Signage in the Drysdale Centre is very reasonable. Cost is just \$1,500 per sign per year. Sponsor is responsible for the production cost of their signage and we are looking for three-year agreements.





# AGRI-SHOW

The Foster's Peace Country Classic Agri-Show is held annually in March of each year at Evergreen Park.

There are many sponsorship opportunities available from program ads to day sponsorships to naming rights for various events.

This event, over three days, attracts upwards of 20,000 people from across the Peace Country and beyond and exhibitors from throughout Western Canada.

The Agri-Show is traditionally a sold-out event for companies looking to promote their products with hundreds of booths both inside the TARA Centre, around the Centre and in the Drysdale Centre and Lewis Hawkes Pavilion.

Besides exhibitors, the Show includes a large bull sale, petting zoo, horse show, kid's auction, youth livestock event and skjoring.

For information on what sponsorship opportunities are available for the Foster's Peace Country Classic Agri-Show contact Evergreen Park Marketing & Sponsorship Manager Don Moon at 587-298-0548.







Photo by Carolyn Morgan

# HORSES AT THE PARK

There are only four places in Alberta where you can watch a full schedule of live pari-mutuel horse races and JDA Raceway at Gordon Badger Stadium at The Horses At Evergreen Park is one of those places.

Feature events include the Alberta Derby, the Peace Country Stakes, the Grande Prairie Derby, Mr. Mike's Paint The Park Puple - Race For The Cure as well as, added in 2019, a Weiner Dog Derby and Dino Derby. Racing goes every weekend July and August.

Your company can put its name on one of two featured races - the Grande Prairie Derby or the Peace Country Stakes.

There are also other ways to make a name for yourself at The Horses At Evergreen Park.

You can erect a banner, have an ad placed in the race program for the season, get your message on the PA at every race day, reserve the VIP tent for staff, clients or friends - or all three of them - and sponsor one of the fun events created for the race season each year.

If you are interested give Evergreen Park Marketing & Sponsorship Manager Don Moon at call at 587-298-0548.





Don Moon

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