



...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 - Evergreen Park Casino & Restaurant - 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. The Pines 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 restaurants, 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 the 46,200 square-foot Evaskevich 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, in 2020, added a permanent outdoor theatre screen over 40 feet wide and has hosted movies, concerts and graduations since being installed.

The Park 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!





# MURAL & ROOM IN YOUR NAME

When trade shows, meetings, concerts, MMA fights, galas, festivals and other events are held at Evergreen Park the TARA Centre foyer is a beehive of activity.

And the mural/room sponsorship offers an opportunity to catch the attention of all who attend.

This package includes a mural (approximately 5 x 15 feet) on the west wall of the foyer as well as naming rights for a room behind the mural. Besides meetings, the room is also used as a coat-check facility for galas, the sign-in area for the petroleum show and a focal point for many events held in the TARA Centre.

The room would be called the **Your Company Room** with the appropriate signage above the door.

Cost is \$8,000 per year based on a minimum five-year agreement. Sponsor would be responsible for cost of sign production and the signage could be changed at any time.





# THE SALONS IN YOUR NAME

The facility features three Salons – able to hold over 900 people. One is sponsored by NuVista 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.







# PROMOTIONAL TV

There are several promotional TV screens at Evergreen Park – one in the foyer of the TARA Centre, one in the Pines Family Restaurant and one in the Evergreen Park 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.

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.**





# 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, Evergreen Park Casino and 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.





# HORSE RACING

There are only four venues in Alberta that offer live, parimutuel thoroughbred and quarter horse racing and JDA Raceway at Evergreen Park is one of them.

The Horses At Evergreen Park goes every July and August with the majority of the race dates on Saturdays and Sundays.

There are a variety of sponsorship opportunities including having the entire race season named after your company (i.e. The Horses At Evergreen Park Presented by Your Company) \$20,000; naming rights for the Grande Prairie Derby \$10,000 or Peace Country Stakes \$7,500; the Kids Zone sponsorship \$5,000; VIP tent \$499; Honorary Horse Club Membership Program for kids \$2,500, Kids' Pick 4 contest \$1,000; banners \$1,000; program ads \$500 and \$750; PA announcements \$500; and Name A Race (any normal race during the season) \$300.

Horse racing has increased in popularity with the public over the last few years in Grande Prairie and we are anticipating another great season in 2021.



Thank  
You

# COMMUNITY SUPPORT

Support of Evergreen Park, which is under the umbrella of the Grande Prairie Regional Agricultural & Exhibition Society (established over 100 years ago), can come in many forms whether it be through sponsorship, donations or showing up at our casino, restaurants, events or using our catering services.

We realize there are companies and organizations that would rather contribute to upgrades or expansions at the Park than have a sign up.

Right now there are several ways to do just that - our Lewis Hawkes Pavilion upgrade, renovation under the grandstand as we embark on a re-branding of the Casino and installation of a new playground at our campground.

Because we are a charitable non-profit, any donations to the cause would result in a charitable tax receipt for the amount donated.





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