

THE HORSES AT EVERGREEN PARK

SPONSOR OPPORTUNITIES



JULY - AUGUST
J.D.A. Raceway



THE HORSES AT EVERGREEN

Horse racing has been a part of Grande Prairie culture since the first official “race” back in 1911.

That took place during a county fair and the race was from what is now downtown Grande Prairie at 101 Ave. and 101 St. to Bear Creek and back to the fair site.



A lot has changed since that first gallop down a dusty trail.

Back then the “betting” was no doubt just an exchange of a few bucks between locals having some fun cheering on their friends.

Friendly wagers likely continued for years - until decades later when the first official parimutuels were set up at the old fairgrounds on the east side of the city.

Today, at The Horses At Evergreen Park, wagering is all done electronically either by using a phone, a kiosk or walking up to a betting station under the grandstand at Gordon Badger Stadium.

And that “dusty trail” has been replaced by what is considered one of the best horse racing surfaces in North America - J.D.A. Raceway.

What remains is the excitement of watching beautiful thoroughbreds battle it out to the finish line guided by jockeys wearing colorful silks and vocal crowds rooting for their favorite.

It is a sport worth getting behind and this Sponsor Opportunities package offers various ways your company can do that!





KIDS ZONE & FAMILY DAY

The Kids Zone at The Horses @ Evergreen Park is always one of the most popular spots at Evergreen Park over the course of the summer live pari-mutuel horse racing season.

It is located near the grandstand and is free and open to all children .

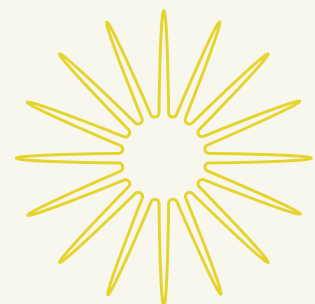


There is a huge sand pile, lots of toys and other fun stuff to keep the kids entertained while mom and dad watch the races. It is also the centre of attention during our Family Fun Day Sunday, August 9, 2026 when we up the ante with bouncy castles and other fun stuff for the kids!

The sponsor has the option of making available coupons or other hand-outs for the kids and their parents every race day or setting up an information table in the Zone.

Included with the Kids Zone sponsorship is PA announcements each day of racing; two banner locations including one near The Kids Zone that will remain up all summer; promotion on TV screens throughout Evergreen Park during the summer; and, of course, presenting sponsor of Family Fun Day on August 9.

Cost for this sponsorship is \$5,000.





THE WIENER DOG DERBY

Is there anything cuter than a weiner dog? Yes ... races featuring a bunch of them!

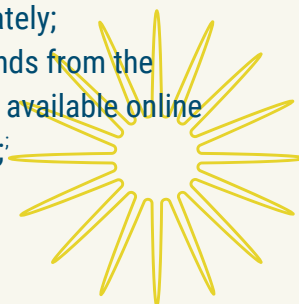
The annual Wiener Dog Derby held during The Horses @ Evergreen Park at J.D.A. Raceway oozes with cuteness.

What could be cuter than five or six of them at a time running through the dirt - often not all in the same direction - before a full grandstand of admirers.

As the \$3,000 Dog Derby sponsor here is what you would get:



- Wiener Dog Derby Presented By Your Company banner displayed at stadium for entire race season in July and August;
- PA announcements during the event and at The Horses @ Evergreen Park from the start of racing July 5;
- Full page ad in the summertime Horses @ Evergreen Park program;
- Logo on Dog Derby posters, social media and other promotion;
- Presence on the event handouts at the Derby;
- Ability to set up information booth either inside or outside at event;
- Presence on all of the promo screens at Evergreen Park starting immediately;
- The Derby Day 50/50. A local non-profit is selected as recipient of the funds from the 50/50, but it would be called the Your Company 50/50. The 50/50 would be available online and at the event and would conclude at the end of Wiener Dog Derby Day;
- A company rep on stage to present winner trophies.



THE PADDOCK



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

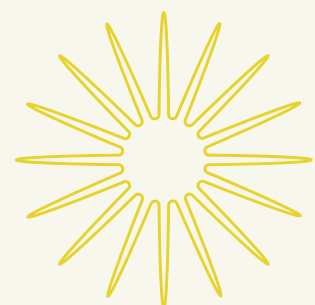
That includes being there when the 40,000 or so spectators take in Stompede; during monster truck and other high-spectator events at the stadium; and also for events like the South Peace Horse Club annual competition; and rodeos and other events that take place at the facility.

During the racing season the PA announcer, before all races, will mention "the horses are in Your Company Paddock".

This also comes with a full page ad in The Horses At Evergreen Park racing program used every race day during the season and a 9 x 5 foot sign on the Park entrance/exit fence line.

Cost for all eight stalls and the side wall is \$8,000 annually - based on a minimum three-year agreement.

Sponsor is responsible for production and installation of signage.



OTHER OPPORTUNITIES



TWO MINUTES TO POST

Last call to get your wagers in! Your recognition as the Two Minutes To Post Sponsor will be a pre-recorded message, sponsored by your company, to encourage those last-minute bettors just before every race during the season.

Cost - \$1,500

BANNER AT STADIUM

Your banner will remain in place for the entire race season. Banner provided by sponsor and must meet Evergreen Park specs. **Cost - \$1,000**

PA ANNOUNCEMENTS

Your "commercial" would be read before the race day starts as fans gather to watch the horse in the paddock and place their bets as well as several times during the race day. **Cost - \$500.**

PROGRAM ADS

A full page ad in The Horses At Evergreen Park program. The ad would remain in the program for the entire 2025 racing season. **Cost - \$300**



DERBY DAY, STAKES RACES & VIP EXPERIENCE



We are putting together packages for our various stakes races and Derby Day.

Some of these race days will include the VIP Experience - use of our private tent to entertain guests, employees or host a special event like a birthday party, anniversary or just for a group to have fun.



The tents could hold up to 25 people and there will be options for ordering food.

There is no admission fee for racing and races go every Saturday and Sunday from July 5 to August 23 with a 1:15 p.m. first post time.

If your company would like to be one of the Derby Day sponsors included with the package would be a couple of tickets to Derby Brunch along with use of one of the VIP tents. Representatives from your company would also be included in the Winner's Circle photos after one of the Derby Day races.

For these special race days we can custom-building a package that best suits your company.

Fore more information contact Sponsorship and Marketing Manager Don Moon at 587-298-0548 or dmoon@evergreenpark.ca and he will set up something that works for you.






Contact Information :

DON MOON

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