



Amazing Advertising Opportunity

TARGET MARKET

By purchasing ad space at the SCSC you will be able to market to a diverse group of people in one location.

The display boards have been strategically placed in ideal locations to allow for high volume viewing.

- Parents dropping their kids off
- Students attending classes
- Home to multiple sport leagues and programs
- Spectators during large events
- Varsity Basketball and Volleyball Games
- Olympians, teachers, doctors, engineers, corporate Industry....

And the list goes on, don't miss out on this unique opportunity!

PROMOTE YOUR BUSINESS TO A DIVERSE AUDIENCE IN ONE LOCATION!

The Saville Community Sports Centre (SCSC) has advertising and sponsorship opportunities for businesses of all sizes. If you are a business owner consider this amazing opportunity to promote your company. There are a number of opportunities available with a unique set of benefits that will help your company reach their marketing goals.

HIGHLIGHTS

- Prime-time advertising
- Diverse market in one location
- 1,000+ people attend our facility every day
- Discounted pricing for not-for-profits
- Package bundles available

EVENTS

- In 2012 we hosted 50+ special events & tournaments
- Events range from around 500-3,000+ participants and spectators

UPCOMING IN 2013-2014

- Table Tennis Provincial Open
- U17/U18 Volleyball Nationals
- 14 weekends of Alberta Volleyball Provincials
- Wheelchair Basketball Nationals
- U17/U18 Basketball Nationals
- Corporate Challenge
- Basketball Alberta Youth Provincials

www.SavilleCentre.ca



Saville Community Sports Centre



@SavilleCentre

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DIGITAL AD PRICING

External advertisers may purchase exposure during all hours of operation.

MAIN VIDEO DISPLAY BOARD

\$100/week; \$300/month; these will be based on a minimum of 100 exposures per week during the prime-time hours.

INFORMATION BOARDS

\$75/week; \$250/month; these will be based on a minimum of 100 exposures per week during the prime-time hours.

Digital ads are generally set on a 7 second rotation.

The event organizer will be responsible for providing the appropriate jpg file, at least 3 days in advance of the start date of the display. A template will be made available if required.

FORMAT

- JPG format
- 72 dpi or higher resolution
- RGB color
- Video clips (no sound) – Windows media 9 format

WEBSITE

Advertise a rotating image/ad on the SCSC website main page that will link back to your website.

\$300.00/month

SOCIAL MEDIA SUPPORT

\$25/advertisement; Promote your company through our Facebook and Twitter pages.

Payment and Cancellation Policy

Payment is due in full when the contract is confirmed; 14 days notice of cancellation of a contract is required for an account credit or refund, under 14 days notice there will be no refund. All requests for cancellations of contracts are required by email or in writing.



SPONSORSHIP

A unique opportunity to have your business name linked to a world class sporting facility.

GO Sports is a partnership that operates the Gymnastics, Volleyball, Basketball and sponsorship initiatives of the Saville Community Sports Centre.

One of our key interests is to engage the community to come and watch high level events and to use the facility for their physical benefit. Our centre provides accessible programming and services to sport enthusiasts at all levels, from recreational athletes to Olympic champions. Over 1.5 million people will visit this world-class facility annually.

OBJECTIVES

Recognizing the competitive nature and wide variety of options for potential sponsors to associate and engage within the marketplace. To build partnerships and marketing alliances to achieve brand, sales, product and community investment objectives. GO Sports is committed to developing comprehensive strategies and activation components designed to create tangible return of investment for our sponsors.

To achieve these objectives there are a number of core strategies that are executed in sponsorship programs, including:

- comprehensive sponsorship signage and other components clearly branding in the SCSC.
- ability to create additional partnership within the SCSC maximizing exposure and resources.
- ability to engage staff and stakeholders in partnership.

The principle objective of the GO Sports partners is to create a long term activation program as part of sponsorship commitment.

This will provide immediate and long term return of investment for contributions to value proposition for the community and most importantly, business growth in a highly competitive marketplace.

It is our sincere desire to develop these concepts and initiatives directed at achieving brand association and sales and social entrepreneurship objectives into a long term successful partnership.

Please contact us for more information about this exciting opportunity.

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