

FOOTHILLS-OKOTOKS REGIONAL FIELD HOUSE

2025 Sponsorship Package Opportunities

A Recreational Facility of Excellence



A Collaborative Partnership

Cavalry FC Regional Field House – Where the community comes together! The Cavalry FC Regional Field House is a \$21.5 million partnership between Foothills County and the Town of Okotoks built by Scott Builders Inc. The Field House is run by the Foothills-Okotoks Recreation Society, with day to day management by Nustadia Recreation Inc. The recreation center features 3 turf playing fields (200' x 85') and a multipurpose court which divides into 3 gymnasiums (200'x 85'). In addition, it offers an 800-foot elevated walking/running track which is free to all users, training areas, meeting and multipurpose rooms, and a concession. The facility opened on September 8th, 2014. The Field House is enjoyed by many sports groups including soccer, lacrosse, volleyball, football, basketball, slo-pitch, baseball/softball, rugby, tennis, pickle ball, karate, and more. In addition, several trade shows are planned annually including a Stampede Breakfast! The field house also hosts an average of 350 birthday parties each year as well as many other activities that require a roof during our long and inclement winters! Approximately 250,000 people visit the Field House each year. Please visit our website at www.cavsfcregionalfieldhouse.com for up to date facility information and schedules.

Major Events

Here are just a few of the major events that have been held at the Field House over the last few years:

- OUSC Futsal Tournament (500+ players)
- OUSC Girls Tournament (950+ players)
- OUSC Boys Tournament (950+ players)
- Volleyball Alberta Tournaments
- NSA Co-ed Slo-Pitch Indoor World Series (870+ players from all across Canada)
- Calgary Wado Kai Karate Tournament
- Alberta Soccer Provincials (650+ players)
- High River Lacrosse Assoc. Tournament
- Raiders Lacrosse Tournament
- Stampede Community Round-Up Event
- Ace Volleyball Tournament
- Pickleball Tournaments
- Alberta Ball Hockey Provincials
- FSD & CTR School Tournaments
- Multiple Vendor Markets

Terms and Conditions

The following pages describe some of the exciting advertising opportunities that are currently available as well as past opportunities that have been purchased. Each page outlines the term of the sponsorship (1 year or 5 years), the total cost over the sponsorship term, and a concise description of the advertising with the component production cost (supply and install). In the first year the advertiser will be billed for the first year of advertising as well as the ad production cost and GST. In following years the advertiser will be billed for advertising cost and GST only. Advertising design if required will be a supplementary fee negotiated between the advertiser and Spy Design. The sale of naming rights requires the approval of the Foothills-Okotoks Recreation Society. Any term exceeding more than one year will require the advertiser to sign a "contract of sale".

Advertising and Sponsorship Contact:

Glenn Federowich, General Manager

Phone: 587 757 0338 Ext. 305

Email: gfederowich@regionalfieldhouse.com

FACILITY NAMING RIGHTS

Available January 1, 2025

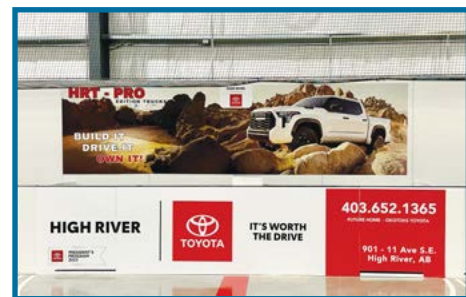
- ✓ A unique branding opportunity will be given to one corporate partner offering exclusive branding and directional signage inside and outside the complex and on a major road where over 11,000 vehicles per day commute between Okotoks and High River. Exclusive recognition of partner's name and logo will appear on all printed materials produced and distributed by the facility operator. Including but not limited to the following:
 - Signage
 - Web Page
 - All Print Advertisements
 - Event Promotional Materials
- ✓ Audience includes families of all ages projected at over 300,000 people per year. Road Signage will be viewed by an estimated 23,000 vehicle pass byes per day. Minimum contract will be 3 years with option to renew.



FIELD/HARD COURT NAMING RIGHTS PACKAGE

SOLD

- ✓ 6' x 20' Digitally printed banner on east wall
- ✓ Production Cost: \$825 (supply and install)
- ✓ 48" Tall logo placement on lower panels
- ✓ Production Cost: \$325 (supply and install)
- ✓ 192' x 36" Aluminum faced framed sign mounted above I-beam
- ✓ Production Cost: \$1315 (supply and install)



MEETING ROOM DOORS - SINGLE

\$1000 Annual Cost Over a 3 - 5 Year Term

- ✓ 36" x 80" Digitally printed vinyl door wrap
- ✓ Includes one side (entrance or exit)
- ✓ Production Cost: \$440 (supply and install)



FIELD DOORS – DOUBLE

\$1500 Annual Cost Over a 3 - 5 Year Term

- ✓ 72' x 83' Digitally printed vinyl door wrap applied directly to the set of double doors
- ✓ Includes one side (entrance or exit)
- ✓ Option to include the surrounding wall in addition to the doors for an additional production cost
- ✓ Production Cost: Starting at \$1760 (supply and install)



ELEVATOR DOOR

\$1500 Annual Cost Over a 3 - 5 Year Term

- ✓ 42" x 83" Digitally printed vinyl door wrap
- ✓ Option of main floor or second floor door
- ✓ Production Cost: \$460 (supply and install)



SCORE BOARD

SOLD

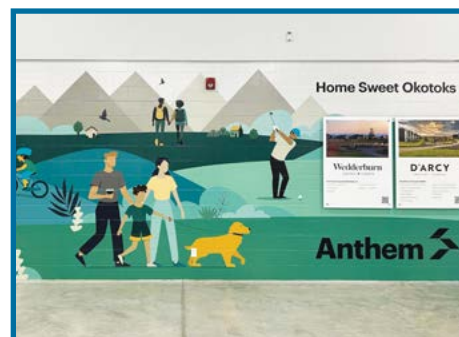
- ✓ 3' x 9' Backlit Score Board Sign
- ✓ Full colour digital print with LED lighting
- ✓ Production Cost: \$800-1000 (supply and install)



WALL WRAP

\$3000 Annual Cost with Option to Renew

- ✓ Full Colour vinyl wall wrap with unlimited design possibilities.
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: Custom Pricing (approx \$3000) (supply and install)



BANNER SIGNAGE

\$2000 Annual Cost With Option to Renew

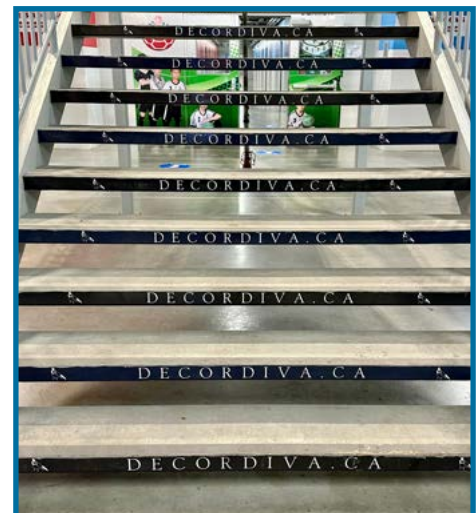
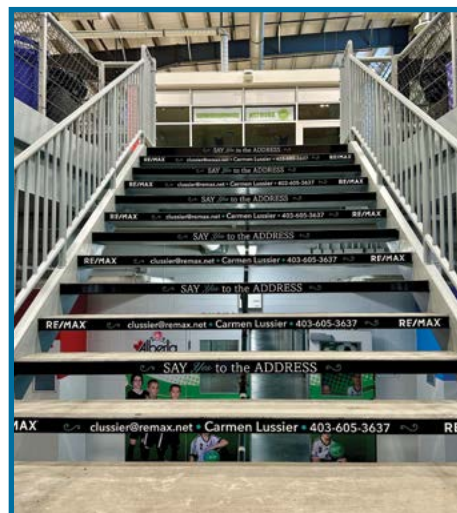
- ✓ 72" x 240" Digitally printed banner hung from supports
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: \$825 (supply and install)



STAIR DECALS

\$500 Annual Cost for a 3 - 5 Year Term

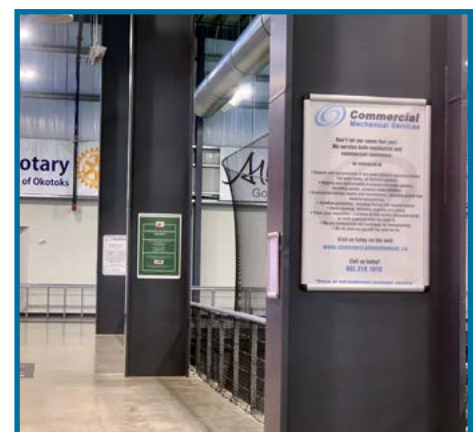
- ✓ 23" x 4" Digital printed vinyl applied directly to metal riser
- ✓ Choice of top or bottom section and front or back of the facility
- ✓ Designs can be supplied
- ✓ Production Cost: \$1250 (supply and install)



SNAP FRAME - QUANTITY OF FOUR

\$1200 Annual Cost with Option to Renew

- ✓ 30" x 40" Snap frame poster along field viewing areas
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: \$200 each Includes 4 snap frames



FLOOR GRAPHICS

\$1000 Annual Cost With Option to Renew

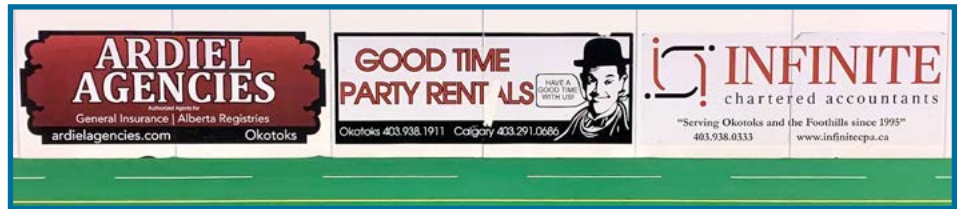
- ✓ Fully customizable vinyl applied directly to the floor anywhere in the facility that you see fit!
- ✓ Discount available for additional years when paid upfront
- ✓ Production Cost: \$950 (supply and install)



RINK BOARD SIGNAGE

\$1000 – \$2000 Annual Cost with Option to Renew

- ✓ Digitally printed vinyl applied directly to the rink board
- ✓ 36" x 96" - \$1000
- ✓ 36" x 192" - \$1500
- ✓ 36" x 288" - \$2000
- ✓ Discount available for additional years when paid up front
- ✓ Production Cost: \$485/\$877/\$1075 (supply and install)



DRESSING ROOM

\$200 Annual Cost for a 3 - 5 Year Term

- ✓ 18" x 30" Alupanel sign mounted with aluminum stand-offs
- ✓ Can also include custom creativity such as wall graphics, floor graphics or bench graphic inside the dressing room
- ✓ Production Cost: \$192 (supply and install)



DONATION WALL

\$250 and Up for a Permanent Fixture

- ✓ The donation wall is front and center in the main lobby. Support the Field House with donations starting at \$250 and get your company or family name on a permanent plaque!



PRINT ADVERTISING

Starting at \$60

- ✓ We offer several different size and price options for print ads in our Program Guides. The Guides are full color booklets that are beautifully printed in full color on high quality paper stock. Each one is distributed to various locations throughout Okotoks and is available to the public for 4 months.



	Corporate Pricing	Non-Profit Pricing	Ad Dimensions
Full Page - Interior	\$225	\$150	7.5" x 10"
Inside Front Cover or Inside Back Cover	\$250	\$175	8.75" x 11.25" With Bleed 8.5" x 11" Trim Size 7.5" x 10" With Margin
Outside Back Cover	\$275	\$200	8.75" x 11.25" With Bleed 8.5" x 11" Trim Size
Half Page	\$120	\$100	4.3" x 7.5" Horizontal 3.625" x 9.7" Vertical
Quarter Page	\$75	\$60	3.625" x 4.75"

*A 10% discount will be given to advertisers that commit to 3 consecutive program guides