

EMERALD HILLS REGIONAL PARK



Sponsorship Opportunities



 STRATHCONA
COUNTY





BACKGROUND

The Community

Emerald Hills is a diverse community located in Strathcona County in a modern development of Sherwood Park. With a variety of housing, commercial, health-care, recreational services, trail systems and open spaces available, Emerald Hills is at the forefront of sustainable living.

The Site

Emerald Hills Regional Park is built for year round use and features a regional gathering space, an outdoor skating plaza, a trail system, two baseball diamonds, a natural turf soccer field and an artificial turf field. Overlooking the artificial turf field is the pavilion with stadium seating. Adjacent to the pavilion is Emerald Hills Leisure Centre, a future hub for aquatics programs in Strathcona County.

The Vision

Strathcona County is known for having innovative recreation facilities, parks and sports fields. Emerald Hills Regional Park will take this reputation to the next level where the public, sports teams and community groups will gather to enjoy this state of the art park.



Full Pavilion Sponsorship Details Available on Page 6

PAVILION

Sponsorships

Artificial Turf Field Naming Rights

The pavilion will host a variety of different sports groups including football, soccer and field hockey. The artificial turf is FIFA II certified, and gives Strathcona County the potential to host international soccer events.

This field is sure to be the pride and joy of the community's minor sports teams for years to come.

Emerald Room

Take the opportunity to brand the Emerald Room, an indoor viewing room overlooking the artificial turf field at the pavilion.

Score Clock Sponsors

Get right in the action! Be seen all game long with one of four available score clock sponsorship opportunities.

AQUATICS CENTRE

Sponsorship

Emerald Hills Leisure Centre

Aquatics Centre Naming Rights

This brand new pool features a 25 meter adjustable depth pool, 6 lane 25 meter lap pool, a whirlpool, steam room and spacious family change rooms.

The aquatics centre will be used for swimming lessons, lap swimming, fitness classes, and therapeutic fitness.

Showcase your brand to families and swimmers of all ages!



Full Aquatic Centre Sponsorship Details Available on Page 7



BALL DIAMONDS AND FIELD

Sponsorships

Ball Diamonds

Two ball diamonds are within the park and are in close proximity to the trail system linking Emerald Hills and Aspen Trails. They will be a great addition to the regional park and provide a variety of user-groups with more opportunities to play slo-pitch, baseball, fastball and more.

Your brand will be noticed here! Signage locations can be seen throughout the park and from the adjacent road of Amberley Way in Aspen Trails.

Soccer Field

This natural grass soccer field will be home to plenty of user groups, including school-usage from Archbishop Jordan High School.

This field is in a prime location near the entrance to the regional park, across from the Emerald Hills Shopping Centre.

Full Ball Diamond and Field Sponsorship Details Available on Page 7

ARTIFICIAL TURF FIELD

Sponsorship

1 Available

Benefits:

- Branded naming rights for the artificial turf field at the pavilion
- Sponsorship signage on the exterior structure of the pavilion
- Sponsorship signage on the interior structure of the pavilion
- Sponsorship signage above the artificial turf field score clock
- Sponsorship signage on the regional park pylon sign on Emerald Drive
- Branded company signage on the spotters balcony
- Naming rights recognition through digital and print marketing
- Three activation opportunities per each year of agreement

Value-Added Benefits:

- Two complimentary artificial turf field bookings per each year of agreement
- Two complimentary Emerald Room bookings per year
- Opportunity to take part in the grand opening in fall of 2016

Total Value:

- 10 year sponsorship agreement
- Minimum of \$30,000 per year
- \$300,000 minimum total over 10 years

Sponsorship Opportunity 1

EMERALD ROOM

Sponsorship

1 Available

Benefits:

- Naming rights of the Emerald Room at the pavilion
- Sponsorship recognition at the Emerald Room entrances
- Sponsorship recognition on exterior window facing spectator seating

Total Value:

- 5 year sponsorship agreement
- Minimum of \$7,500 per year
- \$37,500 minimum over 5 years

Sponsorship Opportunity 6

SCORE CLOCK

Sponsorship

4 Available

Benefits:

- Branded company signage on score clock
- Signage to go on either the left or right side of the score clock

Total Value:

- 5 year sponsorship agreement
- Minimum of \$5,500 per year
- \$27,500 minimum over 5 years

Sponsorship Opportunities 7 - 10

AQUATICS CENTRE

Sponsorship

1 Available

Benefits:

- Branded naming rights for the Aquatics Centre component of the Emerald Hills Leisure Centre
- Sponsorship signage on the exterior of the pool facing the front reception
- Sponsorship signage on the lobby access doors to the pool deck
- Sponsorship signage at the facility change room access points from the lobby, and pool entrance and exit points
- Sponsorship signage on a north wall location within the Aquatics Centre
- Sponsorship signage on the regional park pylon sign on Emerald Drive
- Naming rights recognition through digital and print marketing
- Two activation opportunities per each year of the agreement

Value-Added Benefits:

- Fifty complimentary Strathcona County recreation facility admissions (single visit) per each year of agreement
- Opportunity to take part in the grand opening in fall of 2016

Total Value:

- 5 year sponsorship agreement
- Minimum of \$20,000 per year
- \$100,000 minimum total over 5 years

Sponsorship Opportunity 2

SOCCER FIELD

Sponsorship

1 Available

Benefits:

- Branded naming rights of the natural grass soccer field
- Sponsorship signage on the north end facing the field and parking lot
- Sponsorship signage on the south-west end facing the field and the regional park outdoor plaza
- Naming rights recognition through digital and print marketing

Total Value:

- 5 year sponsorship agreement
- Minimum of \$7,500 per year
- \$37,500 minimum over 5 years

Sponsorship Opportunity 5

BALL DIAMOND

Sponsorships

2 Available

Benefits:

- Branded naming rights of one of the two ball diamonds
- Sponsorship signage on the interior and exterior of the backstop
- Double-sided sponsorship signage behind centre field
- Naming rights recognition through digital and print marketing

Total Value:

- 5 year sponsorship agreement
- Minimum of \$10,000 per year
- \$50,000 minimum over 5 years

Sponsorship Opportunities 3 & 4



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