

Exposure and Benefits

Arena Sponsorship is a proven marketing winner, and with the recent buzz generated by the improvements made at the Fairview Arena now is the best time to get in on the action by advertising with us.

By increasing your company's visibility in the community it will strengthen your image



Newly Renovated, inside and out.

in the community and creates new partnerships.

Our user base is a diversified group consisting of 50%

males, 50% females, and 50% minors, 50% adults. This provides your company with an ideal situation for marketing, as the target audience is extremely diversified.

Our Users Include:

Southern Alberta Women's Hockey Association (SAWHA), Bowview Ringette, Women's Ringette Association of Calgary (WRAC), Girls Hockey Calgary (GHC), Calgary Minor Hockey, Wild Rose Figure Skating, Canskate, Tanbridge Academy, National Sports Development (NSD), Calgary Adult Hockey League (CAHL), Hockey North America (HNA), as well as several hockey development and power skating programs, and many private bookings as well.



Fairview Women's Hockey Arena Society

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FAIRVIEW ARENA

Great Ice at Competitive Rates

Fairview Women's Hockey Arena Society

Sponsorship Opportunities

The newly renovated Fairview Arena is operated by the **Fairview Women's Hockey Arena Society (FWHAS)**, a division of the **Southern Alberta Women's Hockey Association (SAWHA)**. This facility is extremely unique as it is the only arena run by a women's hockey association, and therefore offers unmatched sponsorship opportunities.



By supporting the Fairview Arena, you will also be supporting its thousands of users.

FWHAS began operating the Fairview Arena in 2008 and has since spent nearly 1 million dollars in upgrades to bring this old facility back to life. Now with new dressing rooms, entrances, lobby,

meeting room, and public washrooms, this modern facility is both user friendly and fully accessible to all patrons. Based on the above information, there couldn't be a better time to get on board with the Fairview Arena and help promote your business.

Why partner with FWHAS?

Supporting the Fairview Arena will benefit the facility and its users, while also promoting your business within the local and greater hockey community. With over 100,000 visitors to the facility each year, your company will garner tremendous exposure, and the users of the Fairview Arena are very loyal to its supporters which will in turn help grow your business. Below are some of the different advertising/sponsorship options offered here at the Fairview Arena.

Advertising Options

There are several exciting advertising options available at the Fairview Arena, including (but not limited to):

- * **Rink Board Advertising (3'x8') \$750/yr.**
The Rink board ads are installed on the interior of the arena bowl, so that all players and spectators get full view of them.
- * **Dressing Room Sponsorship \$1000/yr.**
Naming Rights. When users arrive to use the facility they are assigned to a specific room, so instead of Room 1 it would be Room Your Company. There are also 3 spaces inside of each room for the room owner to place and change their own advertising messages.

- * **Score Clock Sponsorship (3'x12') \$2000/yr.**
Located on the east wall of the arena, our score clock is seen by all in attendance as it is 16' wide. Every time a spectator or player look up at the Score Clock they will see your company name/logo under it.
- * **Wall Advertising (4'x8') \$850/yr.**
Much like the Rink Board advertising, the Wall ads will be on the wall opposite the bleachers, above the level of the glass over the boards.
- * **Dressing Room Assignment Monitor Advertising (half screen ad, 10 seconds of every 2 minutes, totaling 5 minutes of screen time per hour) \$500/yr.**
- * **Website Sponsorship \$100/yr.**
Advertise your company on our website and get noticed by thousands.

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