

A Marketing Opportunity

Sports fans are often loyal to businesses supporting their favorite sport organization or sporting facilities. Now you have an opportunity to let visitors to the Canada Games Sportsplex know who you are through this new advertising package.

The **Canada Games Sportsplex** is a multi-use recreation facility boasting more than 300,000 visitors each year. Young and old, men and women, families of all sizes have made the positive lifestyle choice of using the Sportsplex for their leisure activities.

The **City of Brandon** has been very progressive in bringing *National* and *International* sporting events to our city. This strategy of using sporting events for economic benefit has been incorporated into the goals of the Parks and Recreation Department and its facilities, including the Sportsplex.

The benefactor of this can be you as more and more events come to the *Sportsplex*! Look through this package and see why you should make advertising at the Canada Games Sportsplex a part of your total marketing strategy.

OUR TARGET MARKET

The **Canada Games Sportsplex** caters to a large variety of people. We offer **lessons** for the very young, **recreational opportunities** for the very energetic and leisure programs for the elderly and spectators.

The Sportsplex draws from the entire Westman area. Being the largest indoor pool between Winnipeg and Regina enables us to draw heavily from surrounding school divisions and communities. Our total catchment area includes 150,000 people looking for leisure experiences that fulfil their needs.

Below is a summary of the number of people that we estimate will use the facility in 1999. We have broken the figures down by area for your information.

THE ARENA

User Groups	75,000
Public Skate	9,500
Spectators	50,000

Total 134,500

THE POOL

Public Swim	75,000
Lessons	8,500
Spectators	75,000

Total 158,500

TRACK/FIELD **Total 6000**

RACQUETBALL **Total 7500**

TOTAL FACILITY USAGE: **306,500**

THE MAIN USER GROUPS

ARENA: Brandon Triple A Midgets
Brandon Ringette
High School Hockey
Brandon Youth Hockey
Brandon Recreation Hockey
Brandon Mental Health Centre
Brandon Figure Skating
Westman Winter Hockey League
Westman Summer Hockey League
Westman Speed Skaters

POOL: Red Cross Swim Programs
Brandon Bluefins Swim Club
Brandon School Division
Brandon Police Service
Westman School Division
Brandon Scuba Club
Royal Lifesaving Programs

TRACK: Brandon Rivals Track Club
Brandon School Division
Westman School Division
Westman Sports Associations
Dakota Ojibway Tribal Council
Westman Speed Skating Club
Association for Community Living
Hip Hip Hooray Committee

RACQUETBALL: Brandon Racquetball Association

THE COST

The Canada Games Sportsplex is offering two optional packages to encourage participation in this new advertising opportunity. The contract includes the leasing of advertising space on one of the following areas:

- | | | |
|--|--------------------------|----|
| 1) North arena rink boards | 4) Zamboni front or side | |
| 2) North arena wall | | 5) |
| <i>Main concourse entrance top of ramp</i> | | |
| 3) On Ice surface in arena | 6) South pool wall | |

This contract would be for a minimum of 5 years.

Option A: One of the following: (800.00 per year)

- 1) Space on Ice Surface,
- 2) Zamboni side or front

Option B: One of the following: (400.00 per year)

- 1) Full Size Arena Boards (3ft x 8ft)
- 2) Full size space Arena wall (3 ft x 8ft)
- 3) Full size space Pool Wall (4 ft x 8 ft)

The Canada Games Sportsplex will contribute the following:

Arena Board Package *one sheet ABS to do artwork
 * one sheet of lexan with screws
 * one sheet of 1/4 stay white
 * installation of rink board and protective cover

Wall Package * crezon board

Please note that you are responsible for design and production of the sign to be installed

SIGN RENTAL - POLICY

1) The city of Brandon, Department of Parks & Recreation will rent advertising space at the Canada Games Sportsplex, for the purpose of advertising on the following locations:

- | | | |
|---|---------------------------------|-------------|
| 1) <i>North arena rink boards</i> | 4) <i>Zamboni front or side</i> | |
| 2) <i>North</i> | <i>arena</i> | <i>wall</i> |
| 5) <i>Main concourse entrance top of ramp</i> | | |
| 3) <i>On Ice surface in arena</i> | 6) <i>South pool wall</i> | |

2) The lessee must agree to a minimum term of 5 years sign age space at the Sportsplex.

3) Payments of rental space will be due Sept. 1st, of each year. The first year is payable at the time of signing a contract.

4) The City will automatically bill lessee yearly for this space.

5) The lessee must provide to the City, a concept design of the advertising sign age for prior approval. The city retains the right to accept or reject any or all designs for advertising.

6) The lessee will be responsible for providing the sign age to be installed. The city will retain the ownership of the sign age. Any replacement or repainting of the said sign age due to vandalism or wear and tear shall be at the expense of the lessee.

7) The city shall install sign age at the agreed location at no cost to the lessee.

8) The lessee shall not let, assign or transfer this agreement without written consent of the City.

9) This agreement in no way provides exclusivity in the display of the said sign age. The City retains the right to cover the said sign age for appropriate special events. The City will use its utmost discretion to limit the occurrence of this.

10) All payments are subject to GST.