

Fairview Women's Hockey Arena Society

SPONSORSHIP OPPORTUNITIES



Where You Can Help Dreams Come True!

FAIRVIEW WOMEN'S HOCKEY ARENA SOCIETY:

You may have heard that the Fairview Arena was closed for major renovations five years ago. The City of Calgary replaced the ice plant and roof and then offered the management of the building to any organization that would run it for the benefit of many different users, and continue with the much needed renovations. In 2008 the Southern Alberta Women's Hockey Association (SAWHA), which operates a women's hockey league of thirty-six teams, was awarded a long-term contract to manage and operate the Fairview Arena. A separate, wholly-owned entity, called the Fairview Women's Hockey Arena Society (FWHAS) was created and it has been successfully managing the Fairview Arena ever since.

As Manager of the Fairview Arena we were given the opportunity to expand women's hockey and return a much needed full-year ice facility to the citizens of Calgary. Besides women's hockey teams, our other users include boys, girls and men's hockey teams, ringette teams and figure skaters. This diverse group of users (approximately 50% males, 50% females, and 50% minors and 50% adults) results in over 100,000 users walking through the Fairview arena every year.

Under the guidance of a very dedicated Board of Directors (all of which are users) we have received almost \$800,000 in grants and donations that have been used to improve the arena lighting, boards, gates, dressing rooms, the heating and ventilation systems, doors, public washrooms, lobby and meeting rooms and purchase much needed basic equipment like an ice-resurfacer, score clock and nets.

With an aging facility we have to be prepared for future capital projects, and although the arena operations are profitable and sustainable, it is prudent that we maintain a large capital reserve, as we cannot always count on government grants and donations in the future. We are a vibrant part of the community and want to work with other leading businesses to help continue the enhanced experience of all recreation facility users.

We are looking for sponsors to help support the long term viability of the Fairview Arena. We have identified some great advertising opportunities for our sponsors.

As you are probably aware there is a tremendous need for athletic facilities within Calgary. The benefits to people, of all ages, who participate in team sports is well documented, not to mention the benefits to the citizens of Calgary, of having healthy, vibrant, community focused coaches and players. We have an opportunity to improve the quality of life for many Calgarians but we really need your help to do so.

If you can help us in anyway **we** would love to hear from you.

Please call me at **403.452-3082**
or via e-mail at gm@fairviewarena.com

Thank you for considering our request.

Rob Curts, General Manager



Fairview Women's Hockey Arena Society offers women in all ice sports an opportunity to participate in the sport they love.

Fairview Women's Hockey Arena Society
#2- 8038 Fairmount Drive SE Calgary, Alberta, T2H 0Y1
www.Fairviewarena.com



FAIRVIEW ARENA USERS

- Southern Alberta Women's Hockey Association (SAWHA)
- Hockey Calgary
- Girls Hockey Calgary
- Bow View Ringette
- Wild Rose Figure Skating Club
- Tanbridge Academy
- Women's Ringette Association of Calgary
- Men's Hockey Leagues

Over 100 000
Adult Visitors
Per Year

OUR USERS...

- frequent the facility regularly
- are keenly loyal and will extend that loyalty to their sponsors
- offer an extended network through friends and family

60 to 75 Minutes
of Exposure
Per Visit



Arena
Sponsorship is a
proven
marketing
winner!

SPONSORSHIP BENEFITS

Heighten your company's visibility in the community and beyond.

- repeated frequency of advertising significantly increases our patrons recall of your company and its message
- sponsorship creates targeted, quality encounters with our patrons

Drives Sales.

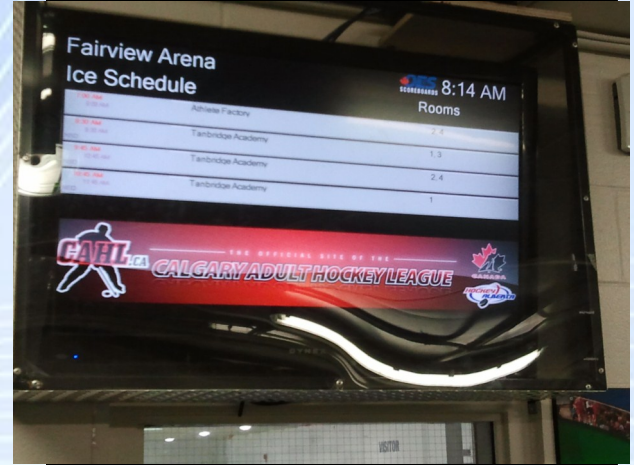
- awareness will increase the chance that your product or service will be considered and chosen by our patrons

Strengthen your company's community image.

- contributes to the health and physical well-being of our users.
- provides positive youth development in a safe, secure environment.
- develops new community partnerships.

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Rink Board Sponsorship
(3'x8')
*\$750 / year

**Dressing room
Assignment Board
Advertising**



**Score Clock
Sponsorship**
*\$2000 / year



**Website
Sponsorship**
*\$100 / year

**Dressing Room
Sponsorship**
*\$1000 / year

* Prices do not include production costs or GST. Discount available for multiple years.

