

WHCA Marketing Opportunities

WEST HILLHURST COMMUNITY ASSOCIATION
1940 6th Ave NW, Calgary AB
T2N 0W3

403.283.0464 ext 3
fax. 403.270.0482



The West Hillhurst Community Association is a 70, 000 square foot multi-purpose facility, enriching the health, wellness, and unity of Northwest Calgary.

WHCA includes the following:

3 squash courts	Before & After School Care(Summit Kids)
3 outdoor tennis courts	Boardroom
Fitness facility	Dance Studio
Gymnasium	Multipurpose rooms
Ice Rink	Community Soccer
Preschool	Various fitness programs
Seniors programming	

WHCA is not only a venue for sport and recreation, but a place which caters to diverse interests of the community. Facility spaces are capable of hosting everything from events, trade shows, conferences, and corporate team building.

Be a part of our
community



YOUR OPPORTUNITY

~28,000
Total visits to
facility per month



2,000+
W H C A
M E M B E R S



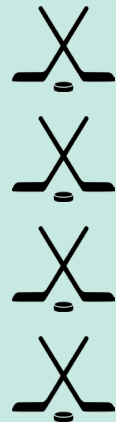
CREATING A
FRIENDLY
ENVIRONMENT



500+
Fitness &
Squash Members

8,000+

Hockey Players &
Spectators per month



Plays host to a variety of sport groups, spectators,
community & events. Three indoor Squash courts,
Gymnasium, three outdoor Tennis courts,
and Hockey Arena.





Squash Courts

Yearly Contract, paid in full.

Refunds not applicable.

**Creation/design & set up has additional costs.

Platinum

\$1200

- 4ft x 4ft logo posters above all 3 courts
- Company logo on all tournament posters
- Company logo on marketing tv
- 1 free entry to all squash events for the season

Gold

\$750

- 4ft x 4ft logo posters above 2 courts
- Company logo on all tournament posters

Silver

\$500

4ft x 4ft logo posters above 1 court

Bronze

\$250

2ft x 1.25 ft logo tin magnet on 2 courts

Poster add on

4 per court

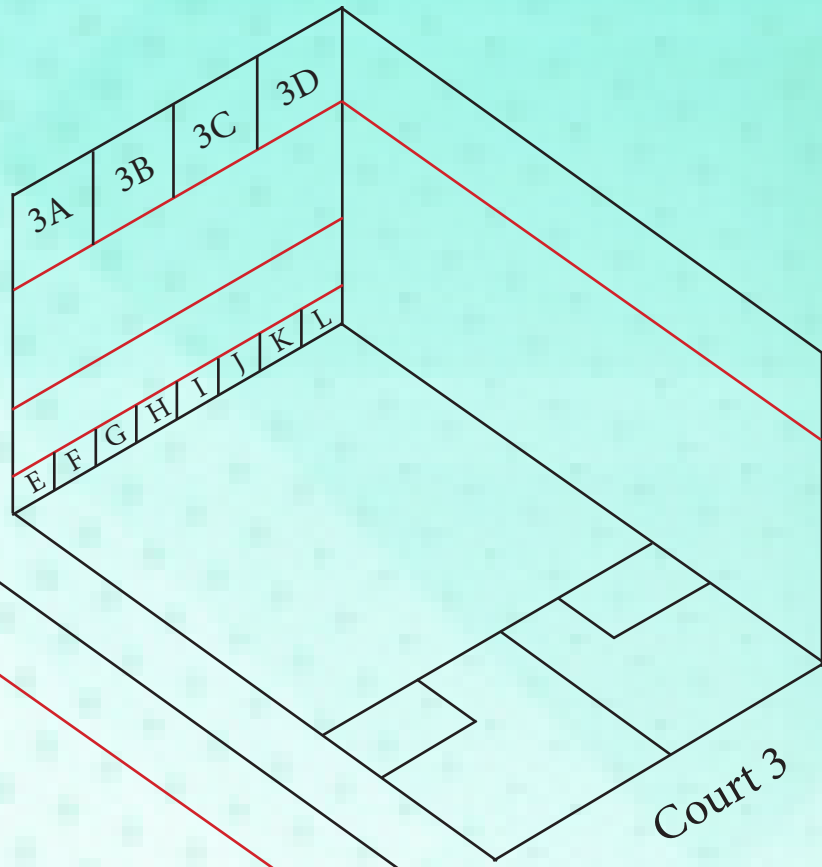
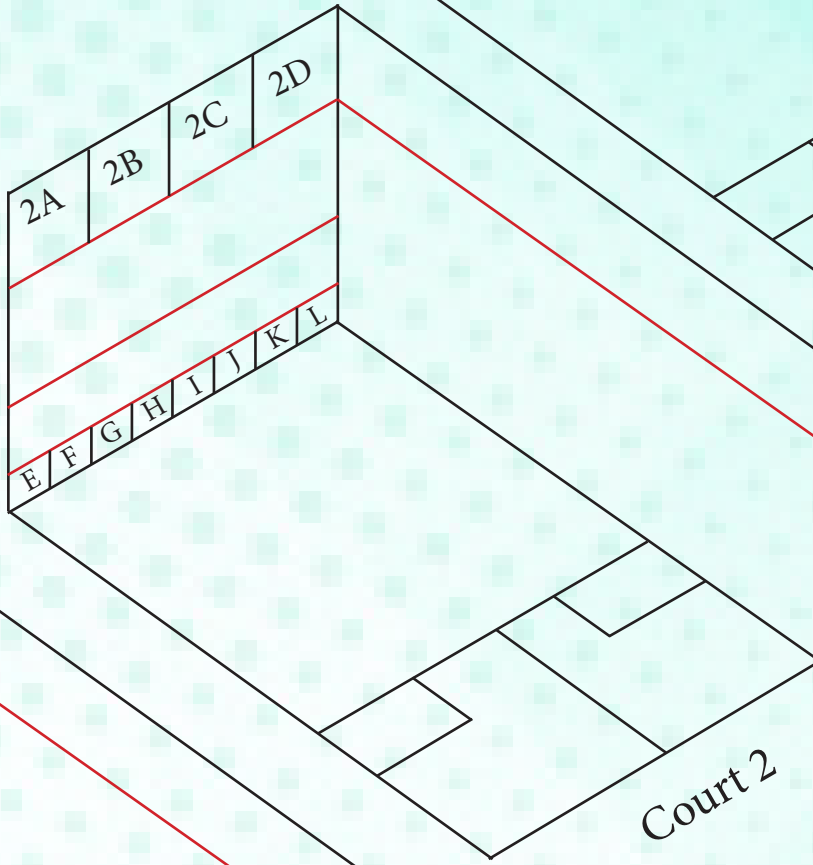
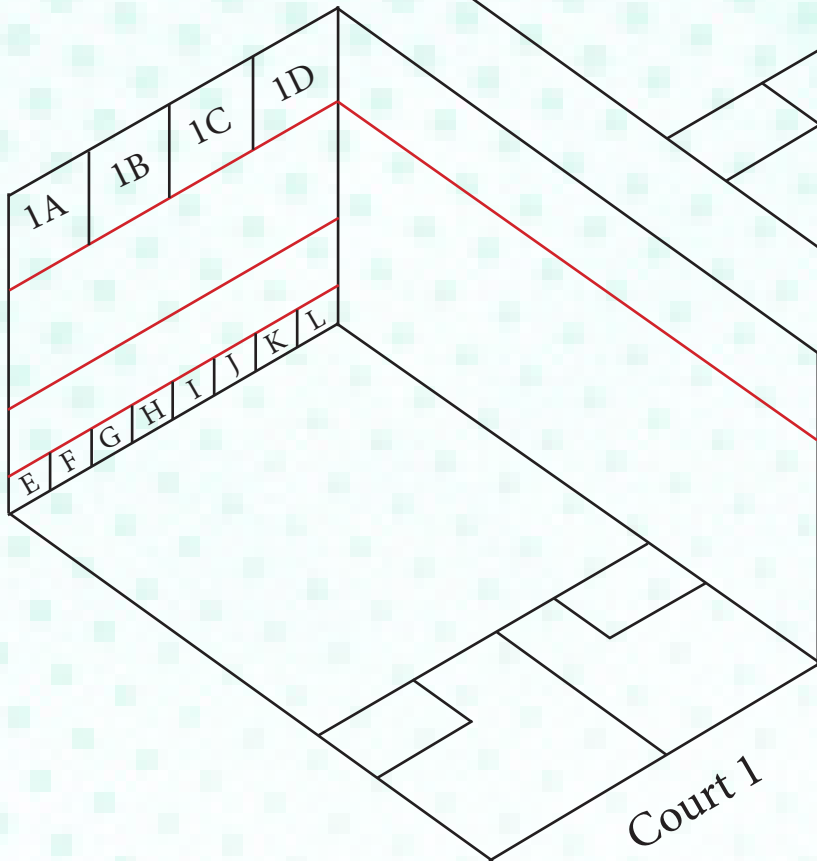
\$200/year

Tin add on

8 per court

\$100/year

Contact us for additional marketing opportunities







Step 1. Decide on number of advertisements, location, term, and sign contract with our Marketing & Communications Manager.

Step 2. Advertisement install
(Install required within a month of contract being signed)

- a) Liaise with Mike (ASAP Signs) to create/format logo. Mike can coordinate production and provide an inclusive price.
- b) Advertisement artwork is privately sourced by the Lessee. The Lessee is then responsible for coordinating production with ASAP Signs.

ASAP Signs Inc.
403-287-7446
design@asapsigns.ca

DESIGN/PRINT

Signs Talk
Gary Komusi
403-714-2579
signstalk@shaw.ca

WHCA
1940 6th Avenue NW
Calgary, AB, T2N 0W3

INSTALL/INQUIRIES

Marketing & Communications Coordinator
403.283.0464 ext. 3
marketing@westhillhurst.com



Arena

Refunds not applicable.

**Creation/design & set up has additional costs.

Arena Logos

12' x 7.5' On-Ice
Logo

Months

36

Per Year

\$1000 + GST

Olympia Wrap

Half-and-Half
Full

Months

36

Per Year

\$2000 + GST

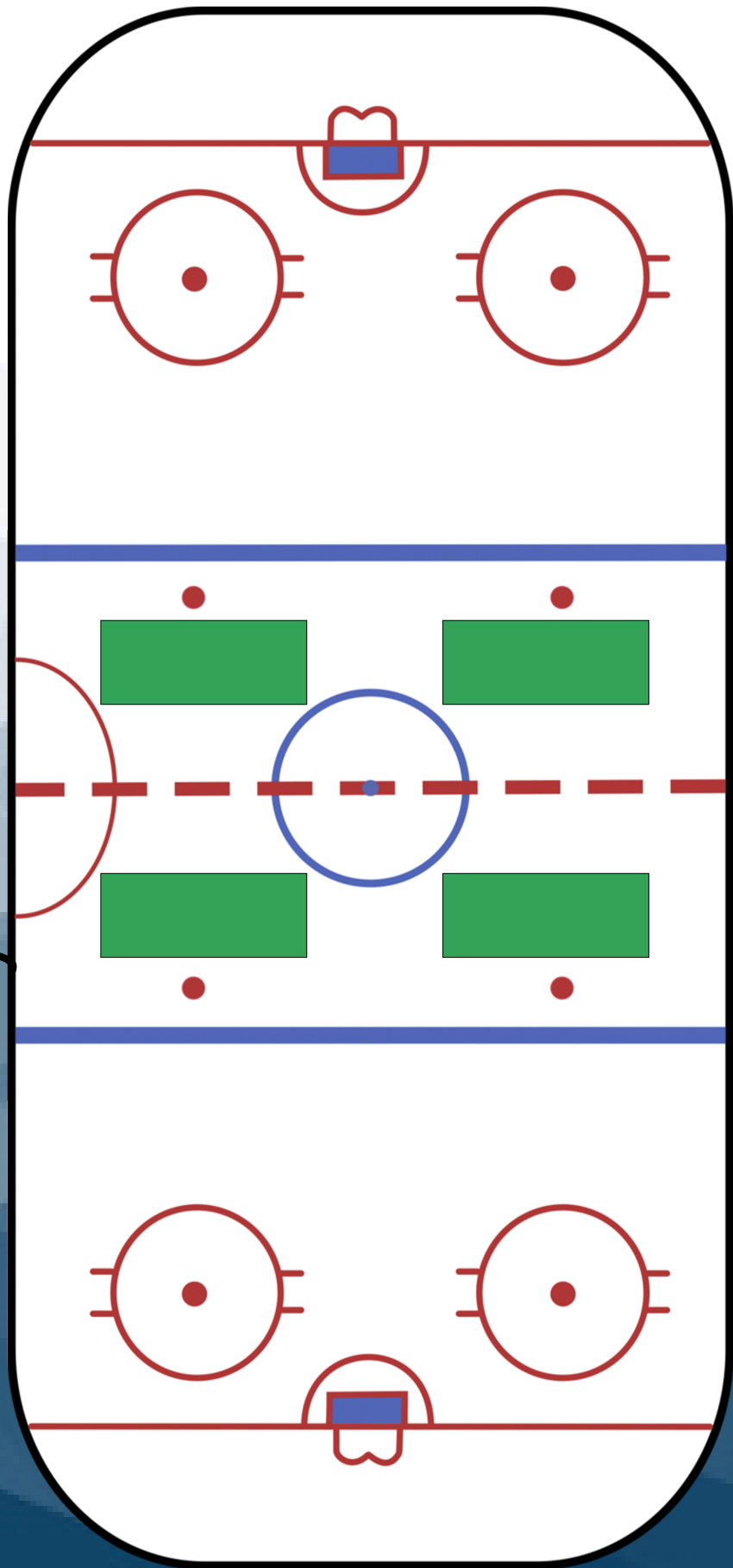
36

\$2500 + GST

Wraps & Logos Contact White Ice:

customerservice@white-ice.com

1 (877) 236-3055



Player's Bench

Stands

Lounge





Gym Sponsorship

Refunds not applicable.

**Creation/design & set up has additional costs.

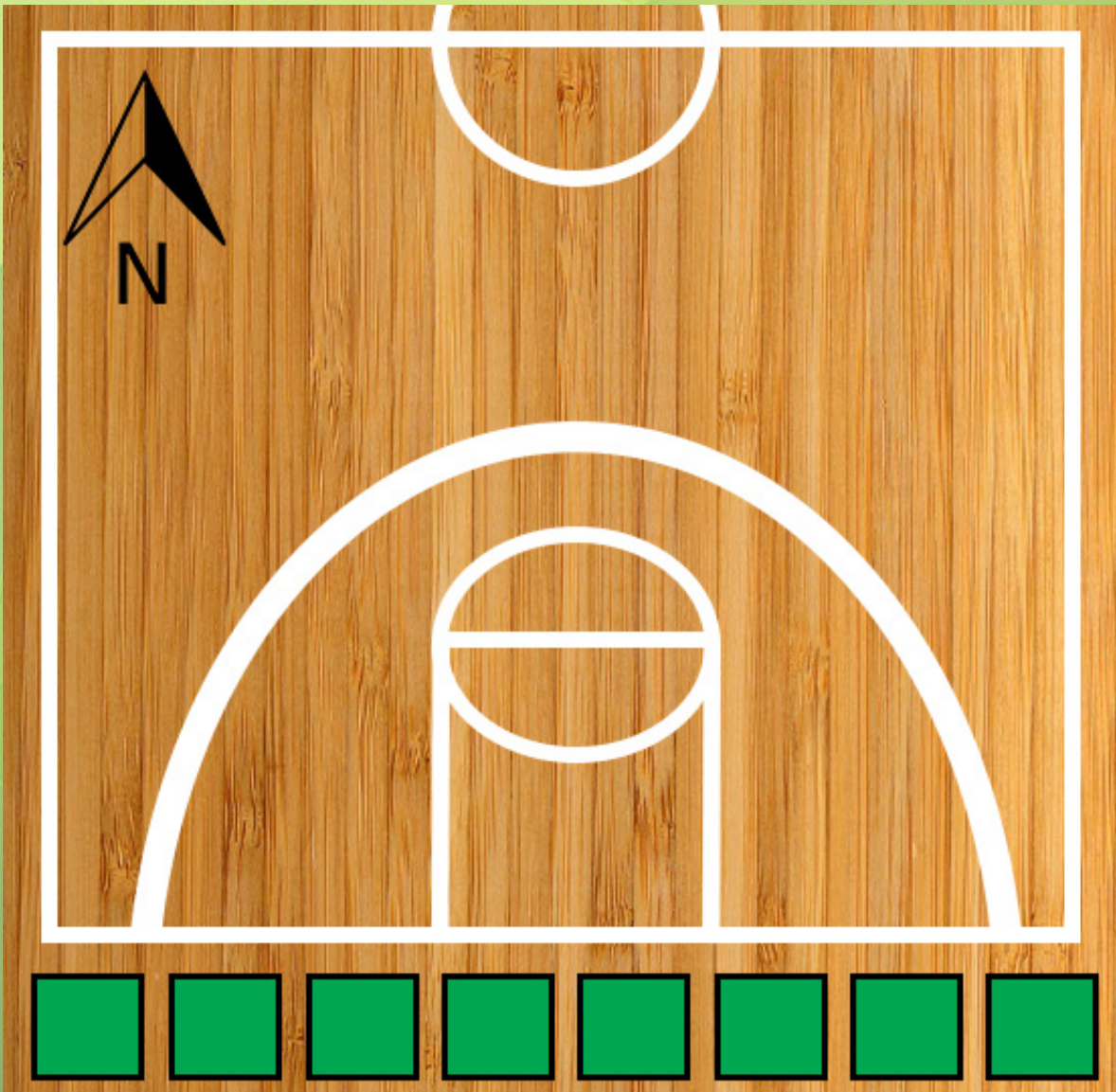
Standard Gym Wall Panels (3'x8')
For Individual Signs, South Gym Wall

Months	Per Year
12	\$1624 + GST
24	\$1425 + GST

Gym Divider Wall (6'x10')
Individual Sign, Both Sides of Wall
(Includes complimentary wall sign on NE corner of the gym)

Months	Per Year
60	\$1200 + GST

*Talk to us about longer terms.





Additional Advertising Opportunities

Refunds not applicable.

**Creation/design & set up has additional costs.

Fence Banner

Location	Months	Price (+ GST)
Single Location	1	\$30
(Front OR Side Fence)	2	\$50
Both Locations	1	\$50
(Front AND Side Fence)	2	\$75
	6	\$200

Washroom Ads

Potential Washroom Advertising Includes Spaces in the Following Locations:

M & W Gymnasium Change Rooms
M & W West Washrooms (Go-Getters)
M & W Fitness Centre Change Rooms

M & W Arena Washrooms
M & W Barn Lounge Washrooms

Locations	Months	Price (+ GST)
All Locations	12	\$600
3 Locations	12	\$400
2 Locations	12	\$300
Individual	1	\$50

Talk to us about longer terms

Member Benefits Partnership

By partnering with the WHCA, we will provide your local business with the following for the duration of the partnership:

-Your logo posted on WHCA website
-Inclusion in WHCA newsletter & promo materials

-Promotion on WHCA social media
-Direct linking to your website

In return, we ask that you offer valid WHCA Family Membership holders a promotion and/or discount on your services. It's that easy!

Memorandum of Agreement
Advertising Rental for _____
(Space)

Entered into this _____
(Date)

Between

West Hillhurst Community Association
1940 6th Ave NW
Calgary, AB T2N 0W3

-and-

Name/Organization: _____

Address: _____

Telephone: _____

Email: _____

Herein referred to as the : "Lessee"

Witness that in consideration of payment and through the joint signing of the agreement, the West Hillhurst Community Association does hereby give use of (_____) the following advertising space:

PACKAGE: _____

PLACEMENT: _____

TERM: _____

RATE: _____





Event Sponsorship

*WHCA offers charitable tax credits

WHY SPONSOR?

West Hillhurst Community Association greatly appreciates any amount of sponsorship we receive, as it provides us with the opportunity to offer residents of West Hillhurst (your clients) great events.

Whether you sponsor a little or a lot, collaborating with the West Hillhurst Community Association has many benefits for your organization.

Possible benefits include:

- Being actively involved in the West Hillhurst Community
- Logo &/or name will be featured on our website, Warbler and signage and banners
- Company profile in an email with the event you're sponsoring
- Public thank you advertisement on social media linked to your social media account

Single Event Sponsorship:

Each event is uniquely designed, therefore the price for single event sponsorship is dependent on many factors (size, popularity, event requirements, and needed supplies, etc.). The option to sponsor an individual event is entirely yours, so feel free to choose the event which you feel best promotes your establishment! Many businesses choose to sponsor more than one individual event to take advantage of this added exposure to promote your company name.

Sponsorship Packages:

As a non-profit organization, the West Hillhurst Community Association depends on support from sponsorships to make our events the best they can be. Whether it's assistance with purchasing food, supplies for children's crafts, prizes or contributing towards the general costs of much larger events, any amount of cash or product sponsorship is very much appreciated.

Examples of events at the WHCA include Taste of the Neighbourhood, Stampede Breakfast, various seasonal events, and much more! To learn more about our event line-up, visit westhillhurst.com/whca-events or email John, our Sports & Events Manager at programs@westhillhurst.com



Product Donation

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TASTE OF THE NEIGHBOURHOOD

We're always in need of silent auction items for our Annual Taste of the Neighbourhood. This semi-formal event brings together residents with local food and beverage merchants to offer a beautiful evening of sampling with silent auction and entertainment.

ANNUAL SQUASH TOURNAMENT

Annual Squash ladder tournament, over the span of 3 days, with different levels and age groups, features an assortment of food and beverages and door prizes! Winners from each category will receive a prize. Registration costs cover price of the t-shirts and organization of the tournament.



WE WISH TO BE RECOGNIZED AS A SPONSOR FOR:

Donation Amount \$ _____

(Business/Tax Receipt will be issued in accordance with CRA Guidelines.)

Company Name: _____ Contact: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Completion of this agreement form is confirmation of your support as a sponsor of the event, as set out above. Upon receipt of this form, WHCA will send an invoice for payment of the sponsorship amount. The sponsor is to make payment to WHCA within 30 days prior to the event. Please note that sponsorships are non-refundable.



THANK YOU

For more info, please contact

Marketing & Communications Coordinator

ph. 403-283-0464 ext 3

fax. 403-270-0482

email: marketing@westhillhurst.com