



GO Sports

Sponsorship Opportunities





About GO Sports

Creating Partnerships

The goal of GO Sports is to develop programs that go beyond sponsorship opportunities to create long-term strategic connections that address the most important part of the marketing objective – **your business.**

In the spirit that helped build this state-of-the-art facility that serves generations of Edmontonians and Northern Albertans, GO Sports will continuously work with you and your business to create programs that engage your customers and associate your business with a positive, active lifestyle in our city's and Canada's best recreation facility.

Launching a GO Generation

Located on the University of Alberta's South Campus, the Saville Community Sports Centre will host recreational and organized youth basketball, volleyball, gymnastics, table tennis and badminton. This is the home of the Golden Bears and Pandas basketball and volleyball squads along with Ortona Gymnastics Club's high performance competitive team. GO Sports will provide an opportunity for generations of active individuals; from recreational users to those who aspire to compete at the highest level possible. We see more than 1.4 million consumer visits annually – **your customers.**

Connecting to the Community

Through ongoing marketing initiatives, GO Sports will brand and position the facility as a "family friendly" destination for all ages and skill levels.

In addition to core basketball, volleyball and gymnastics use, the facility provides consumer friendly children's programs, designated play areas and serves families with summer recreation camps hosting up to 500 children of all ages per week. GO Sports has also created a business centre for lease by private business or sport organizations, community rooms for use by sport groups and community organizations, dance and yoga studios, equipment rentals and is developing community outreach programs providing no-cost usage to various youth and community groups.

GO Sports Partners

Edmonton Grads Basketball Centre

Edmonton Grads Basketball Centre (EGBC) is dedicated to increasing participation and improving playing standards in the sport of basketball in Edmonton. The EGBC provides services and programs that foster teamwork, sportsmanship and skill development. EGBC has been a key driver in the creation of GO Sports which accommodates the needs of basketball players, coaches and referees for the greater Edmonton Area through 12 premier FIBA size basketball courts and meeting spaces.



Ortona Gymnastics Club

The Ortona Gymnastics Club has been a pillar of the Edmonton sporting community since 1976. Countless groups of children and adults have made their way through the doors of this non-profit organization, both living and learning the philosophy of a healthy lifestyle and personal development. Through their unique program delivery, Ortona Gymnastics encapsulates sport development from grassroots all the way through to elite.



Edmonton Volleyball Centre Society

The Edmonton Volleyball Centre Society (EVCS) is comprised of five local/provincial volleyball stakeholder groups; Volleyball Alberta, the Northern Alberta Volleyball Club (NAVC), FOG Volleyball Club, Men's & Women's Recreational Volleyball Society (MWRVS) and the Edmonton Volleyball Association (EVA), all of which bring a rich history of providing volleyball programs for all ages in the Capital Region. EVCS' partnership with GO Sports ensures that there is a world class home for volleyball programs and competitions in the Edmonton area.



Quick Facts



The Saville Community Sports Centre averages more than 1.4 million visitors per year.

We are home to the U of A Golden Bears and Pandas volleyball and basketball programs.



We are home court to the Canadian Women's National Basketball team.

Between our three partners, we have more than 36,000 actively enrolled individuals in GO Sports programming.



The facility has 236,000 square feet of recreational space and is the first of its kind built in Canada. It also has the largest hardwood floor installation in the country.

There are more than 55 tournaments and events hosted each year at the Saville Community Sports Centre.

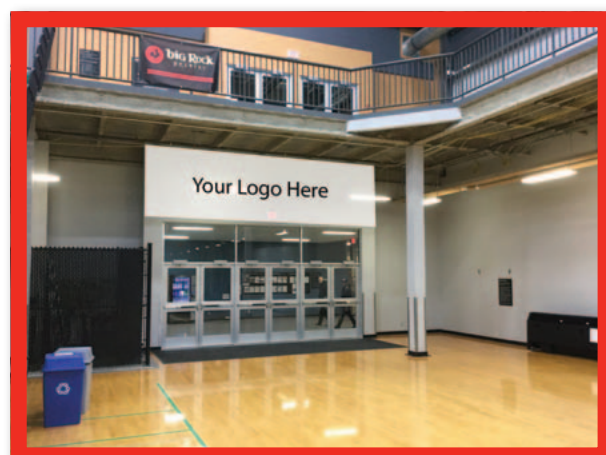
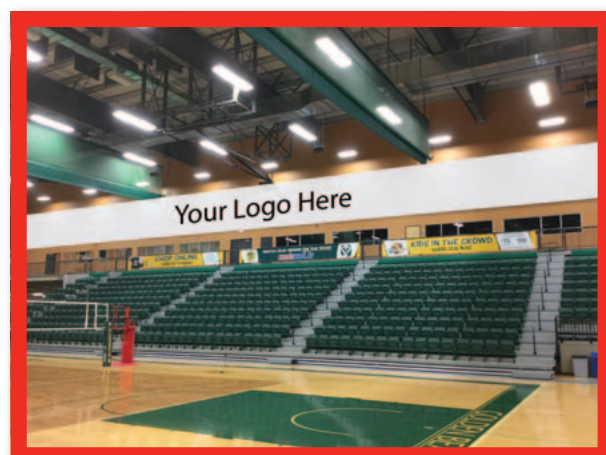
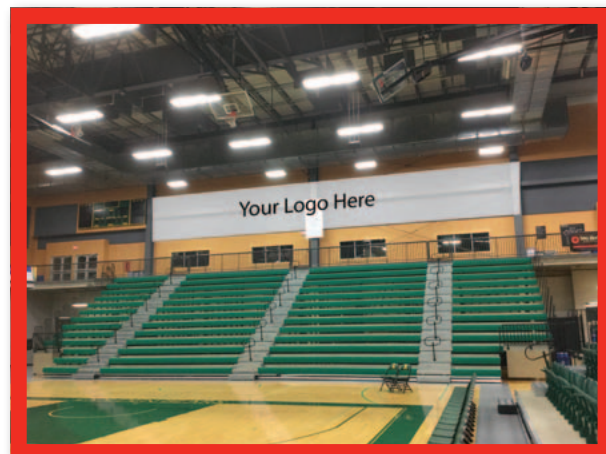
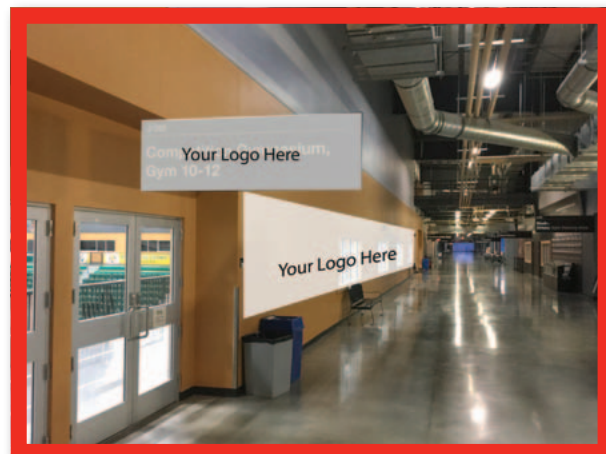
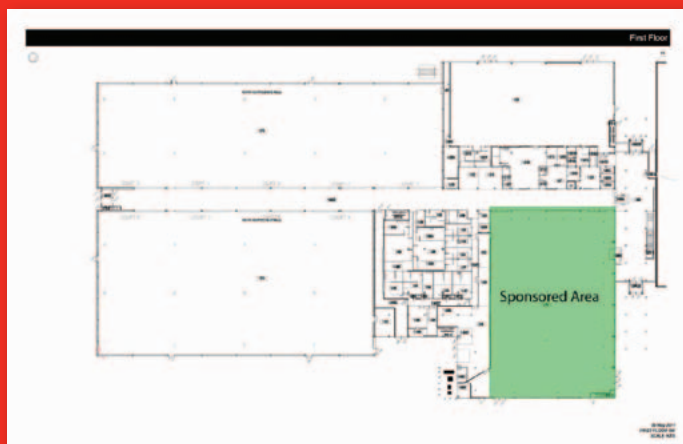


Spectator Gym

The Saville Community Sports Centre is the home of the University of Alberta Golden Bears and Pandas basketball and volleyball programs. This 2,800 seat facility will host Canada's most successful CIS basketball and volleyball events, each with a long history of student, alumni, and community support in Edmonton. The Spectator Gym will be the host of many other large events due to its unique design and the environment it creates for fans and athletes.

Investing in the Spectator Gym sponsorship includes:

- Naming rights to Spectator Gym
- Two large signs within the gym
- Signage in the main hallways outside the entrance (both on main level and upstairs)
- Video advertising
- Recognition on GOcentre.com and SavilleCentre.ca
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

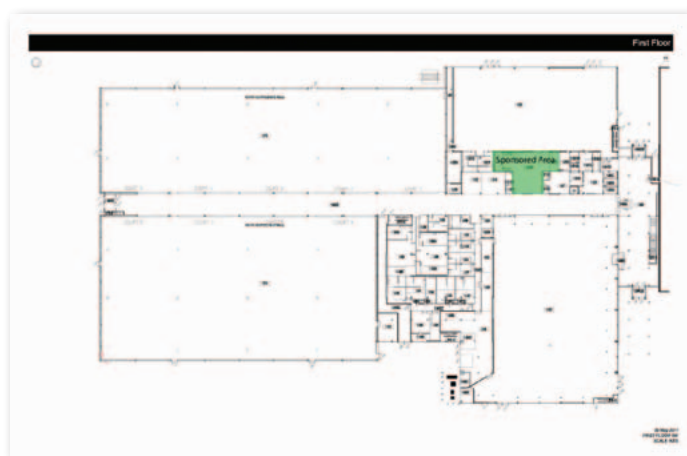
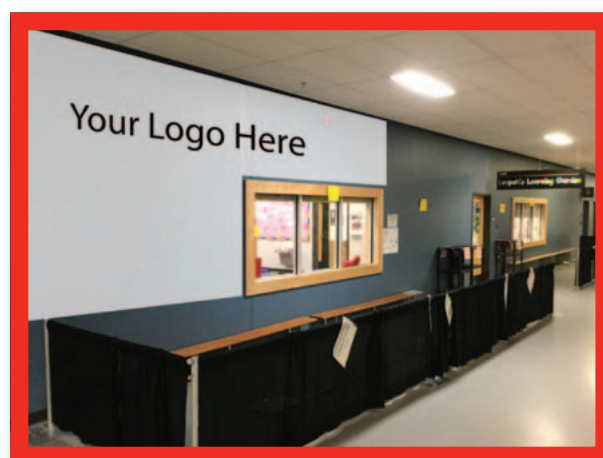


KinderGym

Located alongside the Ortona Gymnastics area, this fully equipped preschool gym will allow parents and kids the opportunity to utilize all the latest equipment in a creative setting. The KinderGym is built so that children can hone fundamental movement skills to gain confidence and excel in all sport disciplines.

Investing in the KinderGym sponsorship includes:

- Naming rights to the KinderGym
- Signs in the main hallway at entrance to the KinderGym
- Signage on internal walls
- Video advertising
- Recognition on the GOcentre.com website
- Recognition on Ortona Gymnastics website
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

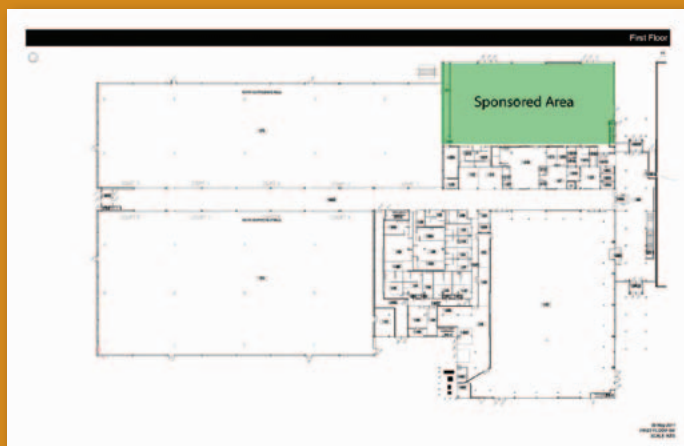


Ortona Hall

The Ortona Gymnastics Hall is a 22,000 sq. ft. facility. It offers a multi-faceted programming structure that takes participants from three months on up to adulthood. The Ortona Hall is filled with an array of training equipment that will help our athletes excel and reach their full potential.

Investing in the Ortona Hall sponsorship includes:

- Naming rights to Ortona Hall
- Two large in venue signs
- Large branded sign at the entrance to Ortona
- Signage in second level viewing area
- Video advertising
- Recognition on the GOcentre.com website
- Recognition on Ortona Gymnastics website
- Consideration for additional sponsorship during competitions and events
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

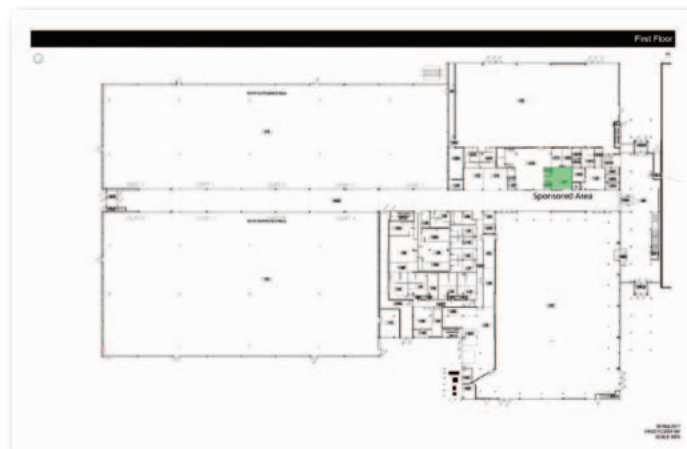


Leapah's Learning Garden

Located alongside the Ortona Gymnastics area, this area is dedicated to pre-school aged children to learn through play. Leapah's Learning Garden uses the education room to provide children with well-rounded learning opportunities.

Investing in the Leapah's Learning Garden sponsorship includes:

- Signs in the main hallway at the entrance to the Leapah's Learning Garden
- Signage on internal walls
- Video advertising
- Recognition on the GOcentre.com website
- Recognition on Ortona Gymnastics website
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

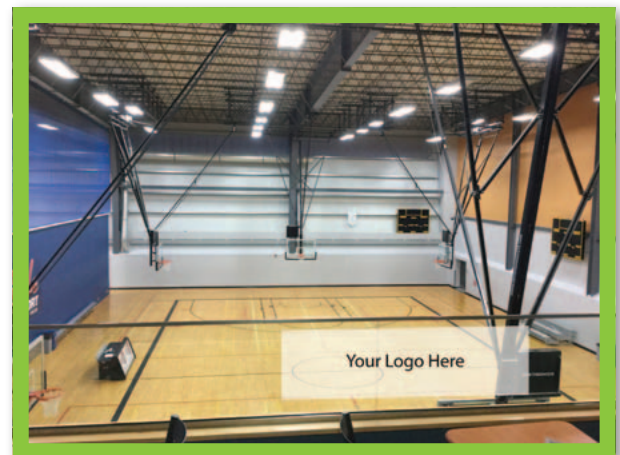
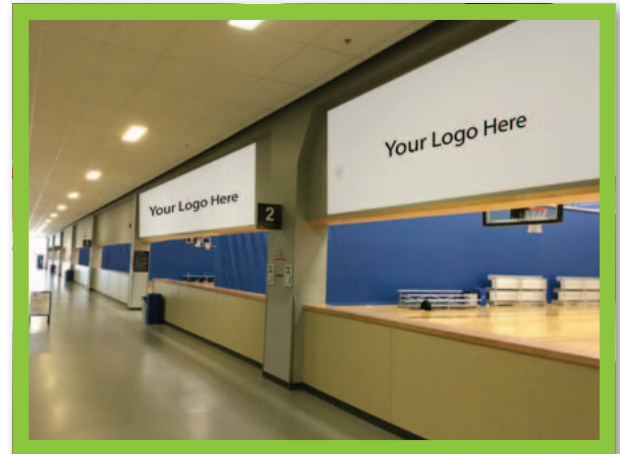


North Sports Hall

The Saville Community Sports Centre's Sports Halls are the home of organized youth and adult recreational basketball, volleyball, and badminton in Edmonton. The North Hall features 5 basketball courts that can convert into 10 Volleyball Courts or 30 badminton courts. These courts are utilized by recreational leagues, drop-ins, high school programs, and competitive leagues.

Investing in the North Sports Hall sponsorship includes:

- Naming rights to the North Sports Hall
- Wall banners on the East-West Walls
- Banners on the North walls (1 per court)
- Signage on the exterior of the North Hall
- Mural on upper level wall
- Signage above upper level entrance and viewing area
- Video advertising
- Recognition on GOCentre.com and SavilleCentre.ca
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

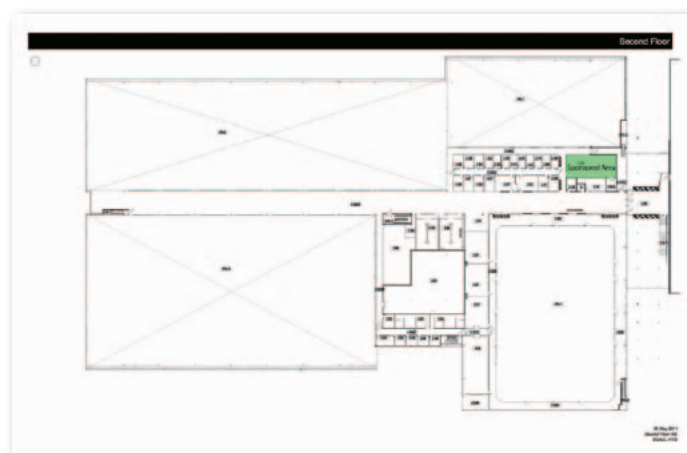
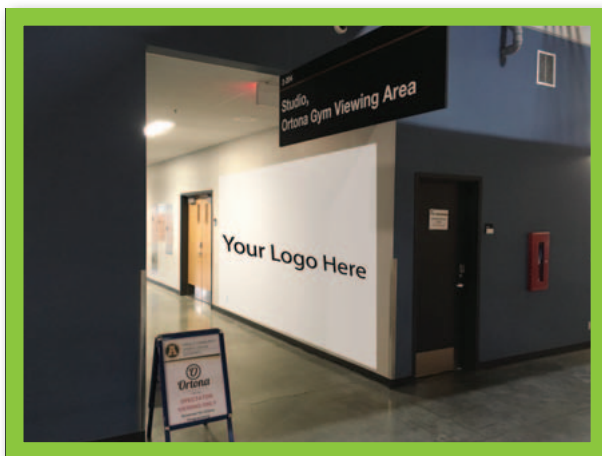


Fitness Studio

The studio, located on the second floor, is host to various instructional classes including both fitness and dance classes. It is the ideal location for activities like Zumba, high intensity aerobics, dance classes and yoga.

Investing in the Fitness Studio sponsorship includes:

- Naming rights to the studio
- Branded sign at the entrance
- Signage on the internal walls
- Video advertising
- Recognition on the GOcentre.com website
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

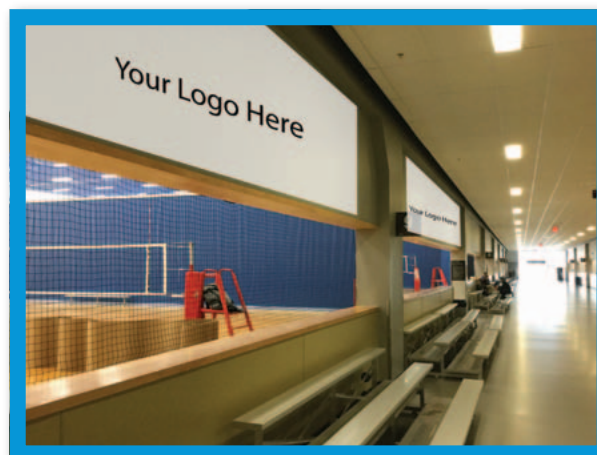
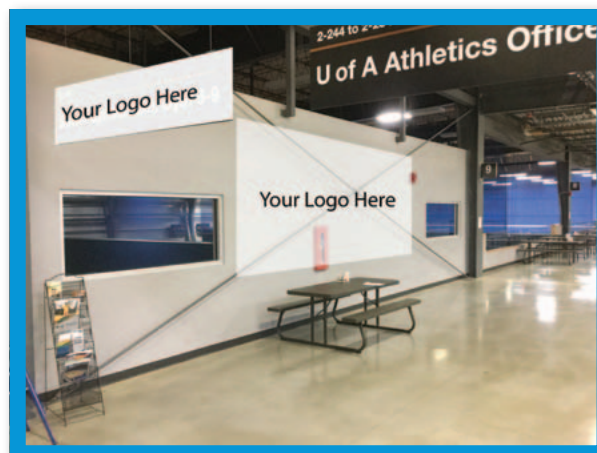
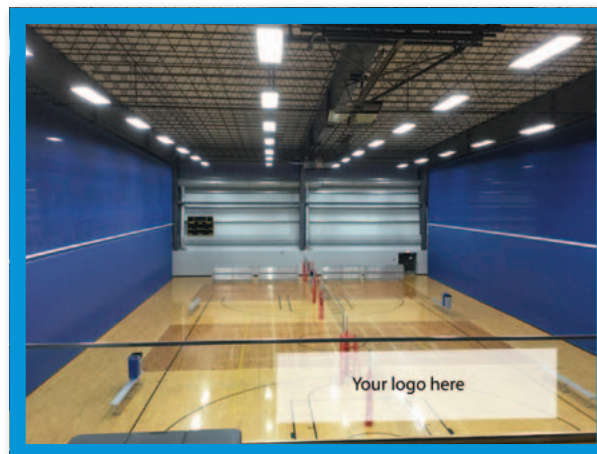
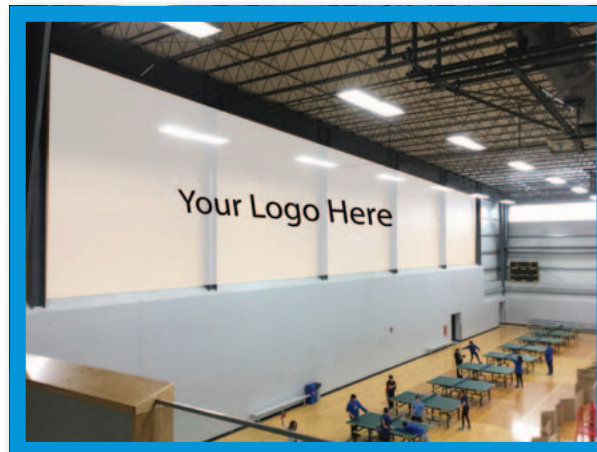
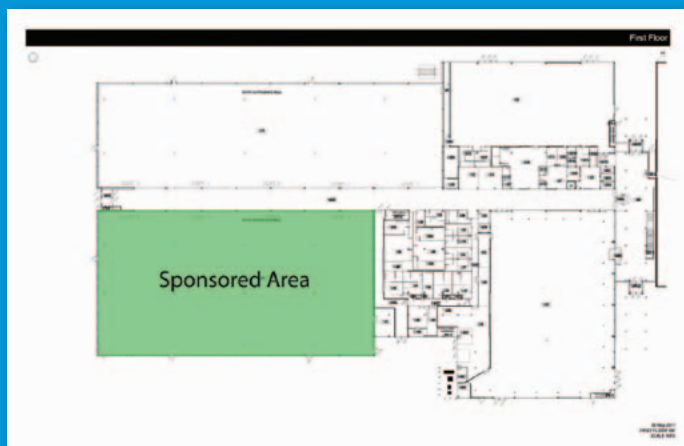


South Sports Hall

The Saville Community Sports Centre's Sports Halls are the home of organized youth and adult recreational basketball, volleyball, and badminton in Edmonton. The South Hall features 4 basketball courts that can convert into 12 Volleyball Courts. These courts are utilized by recreational leagues, drop-ins, high school programs, and competitive leagues.

Investing in the South Sports Hall sponsorship includes:

- Naming rights to the South Sports Hall
- Wall banners on the East-West Walls
- Banners on the South walls (1 per court)
- Signage on the exterior of the South Hall
- Mural on upper level wall
- Signage above upper level entrance and viewing area
- Video advertising
- Recognition on GOCentre.com and SavilleCentre.ca
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

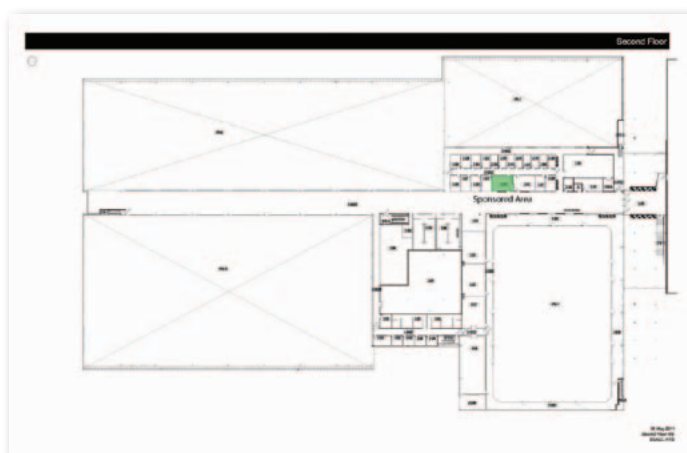
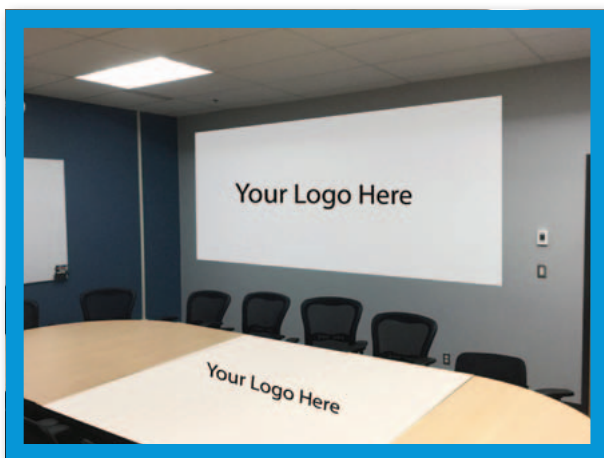


Boardroom (2)

The Saville Community Sports Centre has two boardrooms available for sponsorship. They are ideal for community, recreational, and user group meetings. The boardrooms are used by the U of A, GO Sports partners as well as outside user groups.

Investing in the Boardroom sponsorship includes:

- Naming rights to the boardroom
- Branded signage at both entrances to the room
- Signage inside the room
- Video advertising
- Recognition on the GOcentre.com website
- Recognition on GO Sports associated Social Media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media



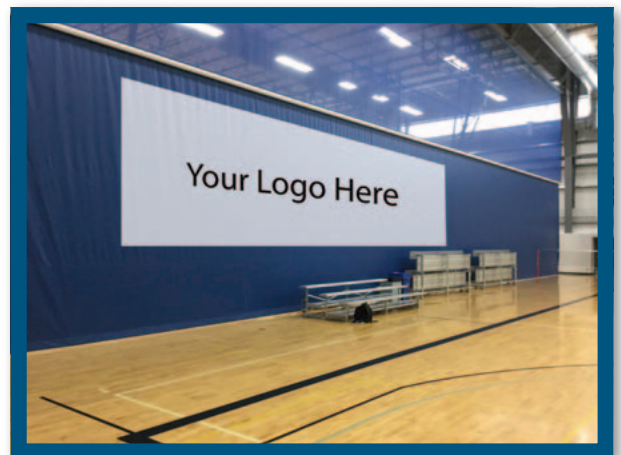
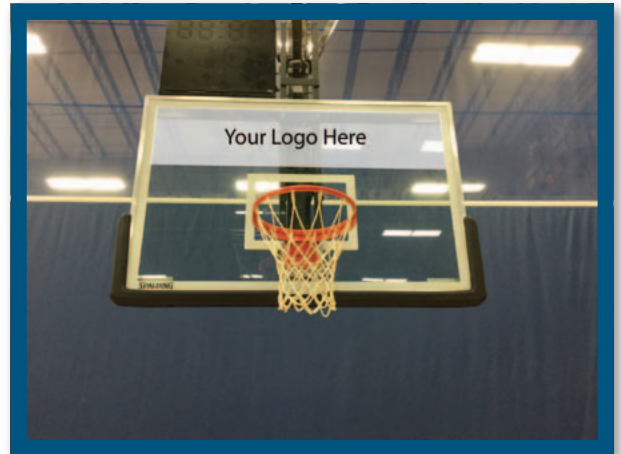
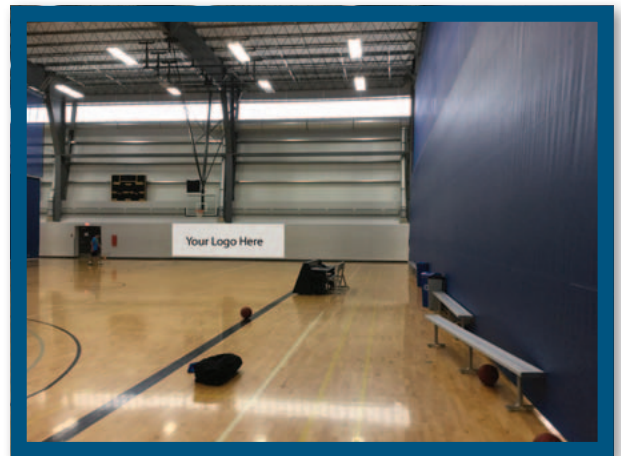
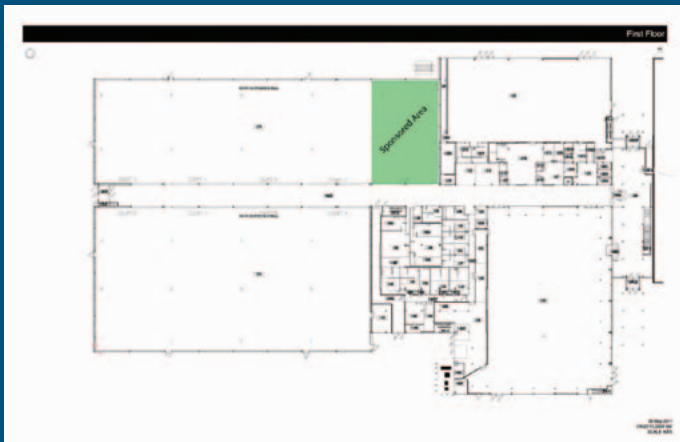
Sports Court Title (9)

By becoming one of our nine Sports Court sponsors your business will have full exposure in the Saville Community Sports Centre. Our Sports Courts are an area of continuous activity, hosting youth and adult recreational basketball and volleyball for participants of all ages and skill levels.

Complete with extensive branding components, your business will be positioned to reach key demographics and lifestyles in an unparalleled environment from across the entire marketplace.

Investing in a Sports Court sponsorship includes:

- Naming rights to said Sports Court
- Two large signs positioned on the drop down walls that separate the court
- Large end wall sign
- Video advertising
- Recognition on GOcentre.com and SavilleCentre.ca
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Centre website and shared amongst GO Sports associated social media

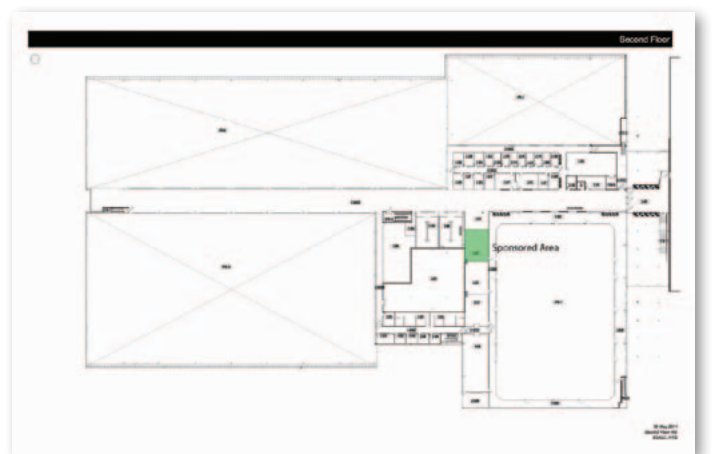


Classrooms (4)

The classrooms are located along the running track with entrances facing the Spectator Gym. These classrooms are used during the school year by the University of Alberta for courses. They also double as VIP Lounges, event boxes, media rooms, results rooms, and can be rented out by outside user groups for courses and events.

Investing in one of the four classrooms would include:

- Naming rights to said classroom
- Branded sign at the entrance
- Signage on the internal walls
- Video advertising
- Recognition on the GOcentre.com website
- Recognition on GO Sports associated social media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media

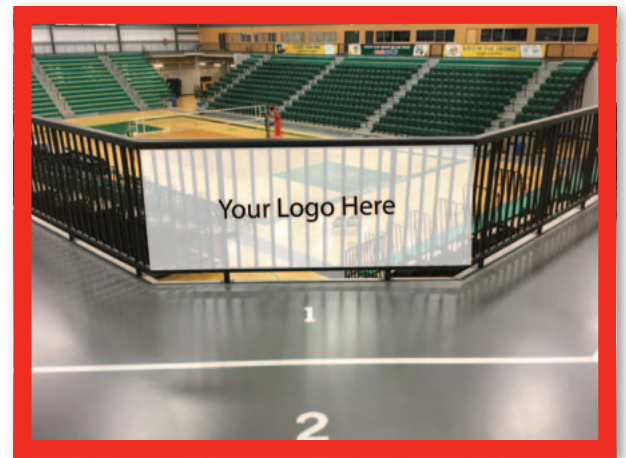
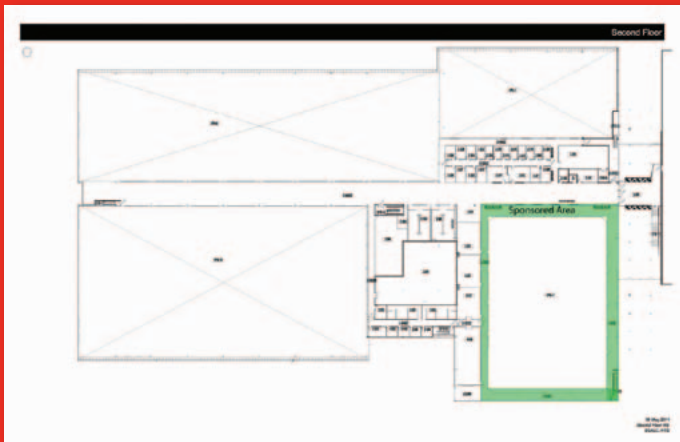


Walking Track

The two lane running/walking track located on the second floor overlooking the Spectator Gym is a highly utilized amenity in our facility.

Investing in the Walking Track sponsorship includes:

- Naming rights to the track
- Branded sign at the entrance
- Video advertising
- Recognition on the GOCentre.com website
- Signage along track
- Recognition on GO Sports associated Social Media
- Feature story to be posted on GO Sports website and shared amongst GO Sports associated social media



Additional Opportunities

Electronic Wayfinding Units

These units are intended to improve our users' overall experience at the facility by providing another avenue of customer service. The kiosks will be a portal where users will be able to search for locations in the building, find information about upcoming and ongoing events, be updated on important facility news, as well as provide another medium for advertising. We will have one unit that provides these amenities and one unit that is static with an updatable map of the building.

Investing in one of these units includes:

- Custom graphics on the Wayfinding unit
- Advertising on unit
- Video advertising
- Recognition on the GOcentre.com website

Video Board Advertising

The main video board is at the entrance of the building and is seen by every person that enters the facility. There will be a minimum of 100 exposures per week during the prime-time hours. Video rotations are typically on a seven second interval. Your logo (linking to your website) will also be posted on our website during your advertising period in the building. With video advertising, you have a monthly or weekly option for whatever suits your needs.



For sponsorship inquiries, contact:

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