

ADVERTISING, PARTNERSHIPS & BRAND ACTIVATIONS

MEDIA KIT



DOWNSVIEW PARK
75 Carl Hall Rd, North York, ON M3K 2B9

Welcome to **THE HANGAR SPORT & EVENTS CENTRE**
where the action and excitement happen ALL-YEAR ROUND!

HANGAR

THE HANGAR



SPECTRA



THE VENUE

Welcome to **THE HANGAR SPORT & EVENTS CENTRE** at Downsview Park, where the action and excitement happen ALL-YEAR ROUND!

The amazing cross-section of youth and adult leagues, in addition to weekly rentals and camps, make **THE HANGAR** the perfect place to promote your brand.

THE HANGAR can provide your brand access to thousands of athletic, active and sport-minded individuals of all ages!

Capture the attention of your target by integrating your brand into their experience at **THE HANGAR**, either with engaging sampling activities or promotional incentives that drive traffic to your location.



WHO WE ARE



THE HANGAR at Downsview Park is comprised of indoor soccer, ball hockey and volleyball areas in a facility that was once a HUGE airplane hangar!



WHO WE ARE

THE HANGAR SPORT & EVENTS CENTRE is on the site of a former Canadian Forces Base and the centre's name is a salute to the site's rich aviation history. It is a site well known to Torontonians for both its storied past, as well as its current usage as a popular sport and event location.

The site has been host for significant events including World Youth Day in 2002 and Canada's biggest rock concert in 2003 – each event drew more than **450,000 attendees**.

Many improvements have been made to **THE HANGAR** and corporate partners will be able to take advantage of both short- and long-term promotional opportunities.

New opportunities will include large-format, high-impact signage, select partnerships with individual soccer leagues and traditional posters. Brand sampling and activation programs for one-on-one brand engagement is now available during peak hours of use.



VENUE FACTS

THE HANGAR SPORT & EVENTS CENTRE is made up of:

- Four (4) indoor turf soccer fields (year-round)
- One (1) indoor ball hockey arena (year-round)
- Two (2) multi-sport courts (year-round)
- Three (3) grass/turf soccer fields (seasonal)
- 14-acre outdoor event space
- Common areas available for events and private functions



DEMOGRAPHICS

THE HANGAR hosts more than **3,000 adult and youth soccer league teams** throughout the year and brings more than **500,000 visitors and participants** through the venue.

	<u>SOCCER</u>		<u>HOCKEY</u>	
Gender	(M/F)	90/10	(M/F)	85/15
Age breakdown	5-18	25%	5-18	5%
	19-30	50%	19-30	65%
	30+	25%	30+	30%
Seasonality	Spring	25%		
	Summer	15%		
	Fall	35%		
	Winter	25%		



ADVERTISING OPPORTUNITIES



ADVERTISING OPPORTUNITIES

SNAP FRAME ADS

(12-MONTH / 6-MONTH / 3-MONTH TERMS)

- 22" x 28" full-colour posters in stylish silver snap frame, located in main lobby
- 11" x 17" full-colour posters in change rooms and washrooms



ADVERTISING OPPORTUNITIES

10

3' x 10' VINYL BANNERS

(12-MONTH / 6-MONTH TERM AVAILABLE)

- Locations within main concourse
- High impact advertising opportunity



ADVERTISING OPPORTUNITIES

11

15' x 20' VINYL BANNERS

(12-MONTH / 6-MONTH TERM AVAILABLE)

- Three locations to choose from:
 - Main concourse
 - Multi-Sport Court
 - Soccer Field
- High-impact advertising opportunity for maximum brand impressions



ADVERTISING OPPORTUNITIES

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57' x 5' VINYL BANNER

(12-MONTH / 6-MONTH TERM AVAILABLE)

- Main concourse level
- High-impact, large format advertising opportunity
- High-visibility for maximum brand impressions



ADVERTISING OPPORTUNITIES

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RINK BOARDS

(12-MONTH TERM ONLY)

- Maintain a year-round presence to ensure your brand stays top-of-mind with this large format (11' x 3') option



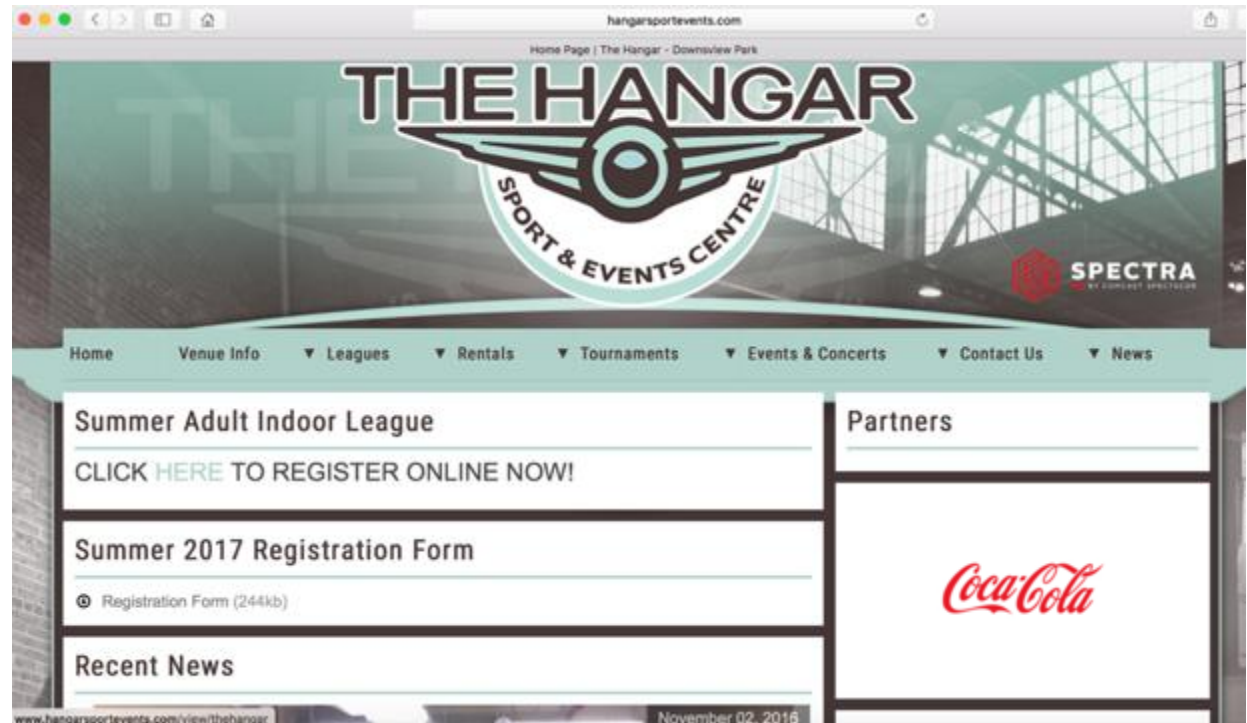
ADVERTISING OPPORTUNITIES

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ONLINE ADVERTISING

(12-MONTH TERM ONLY)

- Rotating box ads on landing page
- Preferred partner listing with link to drive traffic to your site



PARTNERSHIP OPPORTUNITIES

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BRAND AMBASSADOR DAYS

Engage with youth and adult players and spectators during League Tournaments and high-traffic events

- 10' x 10' space with table
- Opportunity to sell merchandise, sample products and/or promote services*
- Special offers or an interactive component should be made available to user groups during this time



*Program details must be approved by management



PARTNERSHIP OPPORTUNITIES

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YOUTH / ADULT SOCCER LEAGUE SPONSORSHIP

- Your brand will be the “**Official League Partner**”
- Provide special offers, discounts, etc. to league members, or drive traffic to your retail location
- Make use of our network TVs and email communications with teams to promote your brand’s dedication to youth soccer
 - Trophy / Player Recognition Partner
 - Uniform / Equipment Partner
 - ‘Post-game Action’ Partner

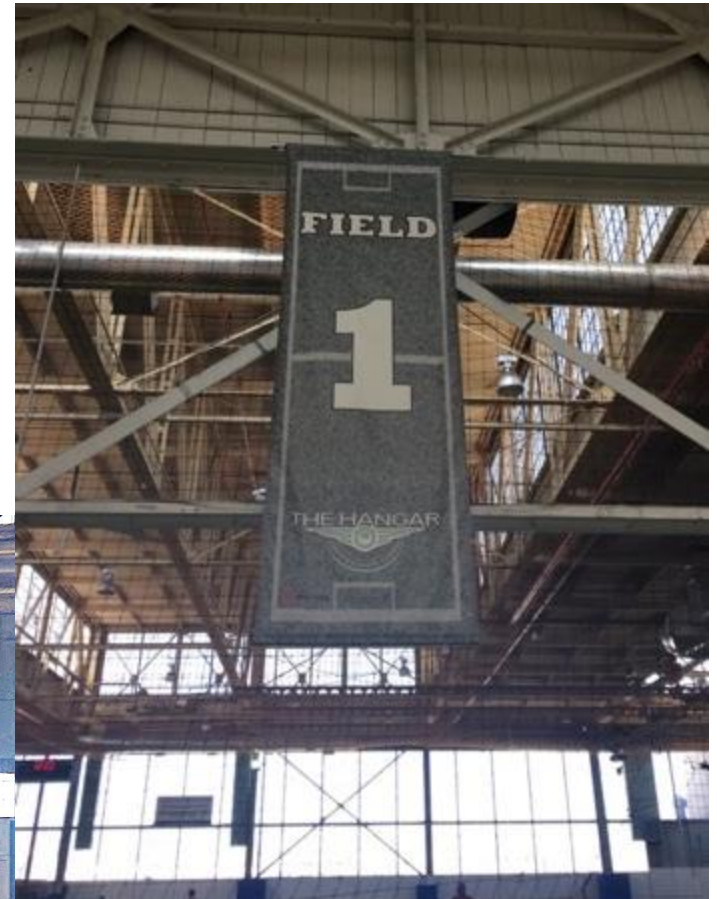


PARTNERSHIP OPPORTUNITIES

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FIELD NAMING RIGHTS

- Indoor Soccer Fields (4)
- 10' x 3' Branded field banner + 15' x 20' advertising banner
- Naming Rights of field; displayed on digital schedule (Network TVs) and on league schedules (web)
- Rights for promotion at the time of player/team registration (online/email and on-site)



BE PART OF THE YEAR-ROUND ACTION!



Get your customized promotional package or book a tour!

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