



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

# MEDIA KIT

Advertising, Partnerships &  
Brand Activations

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 increase brand awareness, and drive sales and increase traffic to your retail location.



# WHO WE ARE



**THE HANGAR** at Downsview Park is comprised of indoor soccer and ball hockey 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 artificial-turf soccer fields
- One (1) indoor ball hockey arena
- Two (2) indoor multi-sport courts *\*currently operated by Toronto Sport & Social Club*
- Two (2) outdoor full-sized, artificial-turf soccer fields
- One (1) dome-covered full-sized, artificial-turf soccer field
- 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 **600,000** visitors and participants through the venue.

|                      | <u>SOCCER</u> |     | <u>BALL HOCKEY</u> |     |
|----------------------|---------------|-----|--------------------|-----|
| <b>Age breakdown</b> | 5-18          | 25% | 5-18               | 5%  |
|                      | 19-30         | 50% | 19-30              | 65% |
|                      | 30+           | 25% | 30+                | 30% |
| <b>Seasonality</b>   | Spring        | 25% |                    |     |
|                      | Summer        | 15% |                    |     |
|                      | Fall          | 35% |                    |     |
|                      | Winter        | 25% |                    |     |

# ADVERTISING OPPORTUNITIES





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## 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

## 3' x 10' VINYL BANNERS

(12-MONTH / 6-MONTH TERM AVAILABLE)

- Locations within main concourse
- High impact advertising opportunity



# ADVERTISING OPPORTUNITIES

## 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

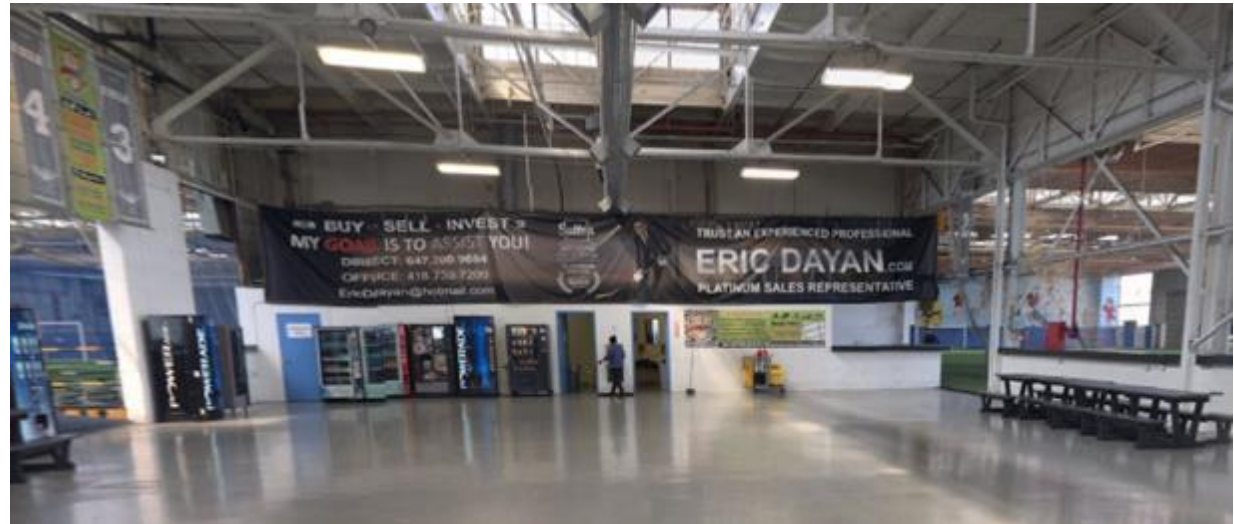


# ADVERTISING OPPORTUNITIES

## 57'0" x 7'8" VINYL BANNER

(12-MONTH / 6-MONTH TERM AVAILABLE)

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



# ADVERTISING OPPORTUNITIES

## 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

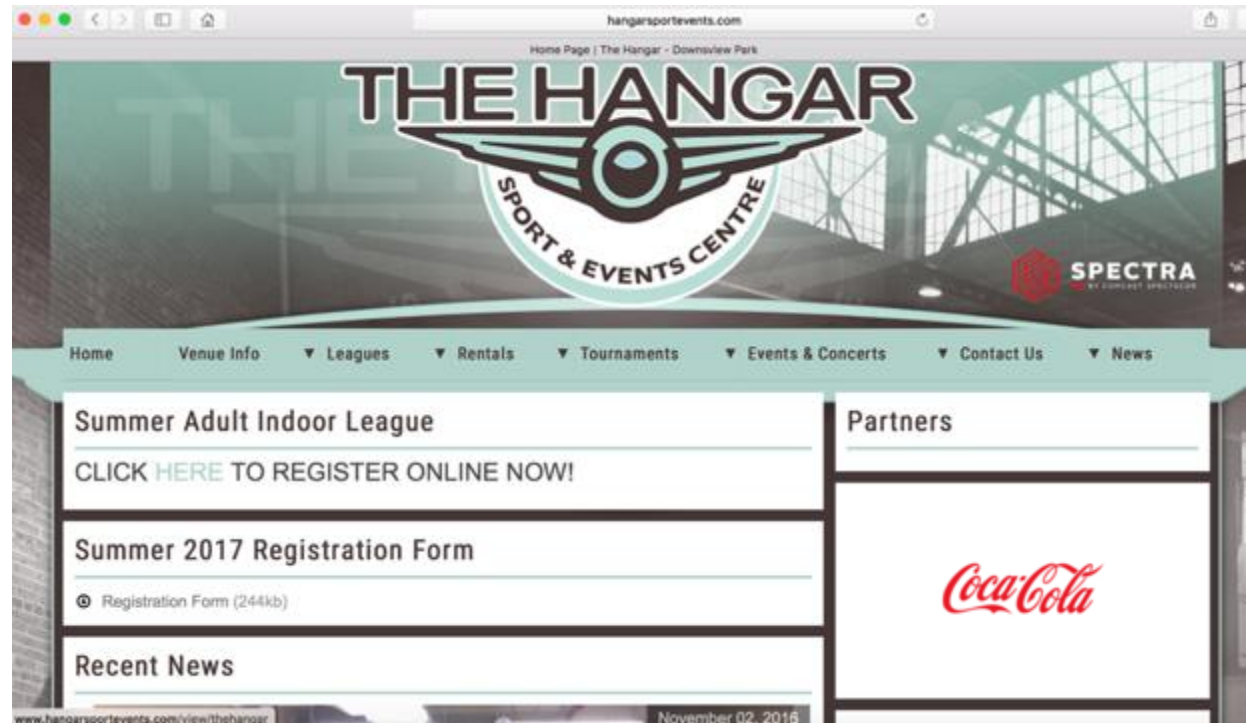


# ADVERTISING OPPORTUNITIES

## 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

## BRAND ACTIVATION DAYS

Engage with youth & 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

## 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 to communicate with teams and promote your brand’s dedication to youth soccer
  - Trophy / Player Recognition Partner
  - Uniform / Equipment Partner
  - ‘Post-game Action’ Partner

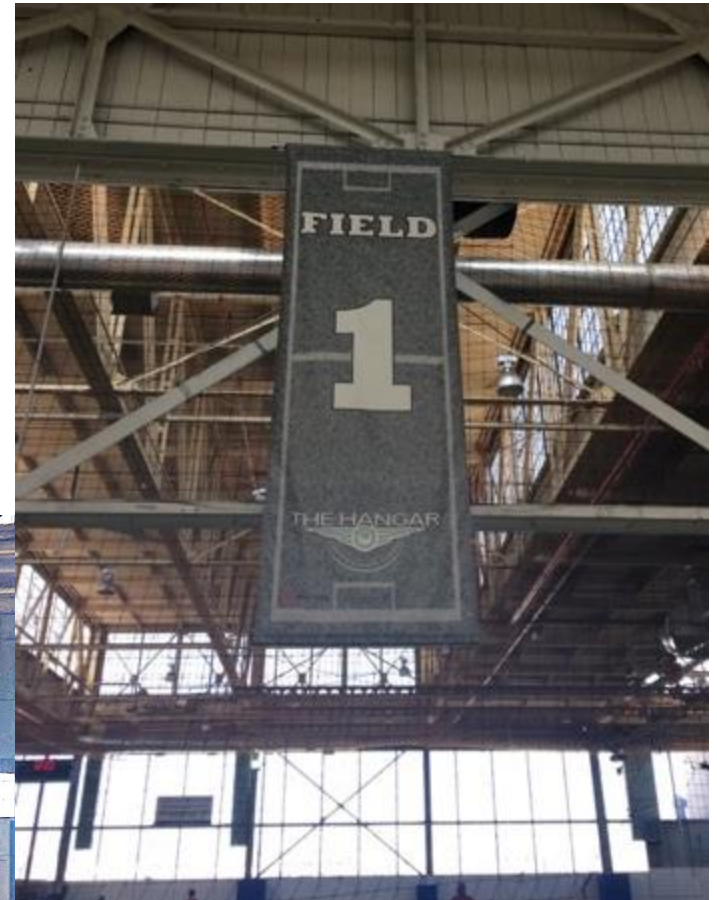




# PARTNERSHIP OPPORTUNITIES

## INDOOR SOCCER 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 to promote your brand at the time of player/team registration (online/email and on-site)



# CONTACT INFORMATION

We welcome the chance to meet with you to discuss a custom advertising package at The Hangar at Downsview Park.

For more information please contact:

Shimel Wijenathan

Interim Facility Manager

[Shimel.Wijenathan@spectraxy.com](mailto:Shimel.Wijenathan@spectraxy.com)

416-389-4538

