

MEDIA KIT

**ADVERTISING, PARTNERSHIPS
& BRAND ACTIVATIONS**



ABOUT US

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.

THE VENUE

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, weekly rentals and camps, and special events 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! In total, your brand can be exposed to 800,000 visitors and participants throughout the venue.

Capture the attention of your target market 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 location.



VENUE FACTS

**THE HANGAR SPORT & EVENTS CENTRE
IS MADE UP OF:**

FOUR (4) INDOOR ARTIFICIAL-TURF SOCCER FIELDS

TWO (2) INDOOR MULTI-SPORT COURTS *CURRENTLY OPERATED BY TORONTO SPORT & SOCIAL CLUB

TWO (2) OUTDOOR FULL-SIZED, ARTIFICIAL-TURF SOCCER FIELDS

ONE (1) INDOOR BALL HOCKEY ARENA *CURRENTLY OPERATED BY BALLHOCKEYLEAGUES.COM

ONE (1) DOME-COVERED FULL-SIZED, ARTIFICIAL-TURF SOCCER FIELD

14-ACRE OUTDOOR EVENT SPACE

***COMMON AREA AND OUTDOOR ROOFTOP PATIO AVAILABLE FOR EVENTS AND PRIVATE FUNCTIONS**

PARTNERSHIP OPPORTUNITIES



3'X10' VINYL BANNERS

- Locations within main concourse
- High Impact advertising opportunity



SNAP FRAME ADS

- 22"x28" full-colour posters in stylish silver snap frame, located in main lobby
- 11"x17" full-colour posters in change rooms and washrooms

15' X 20' VINYL BANNERS

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



57'0" X 7'8" VINYL BANNER

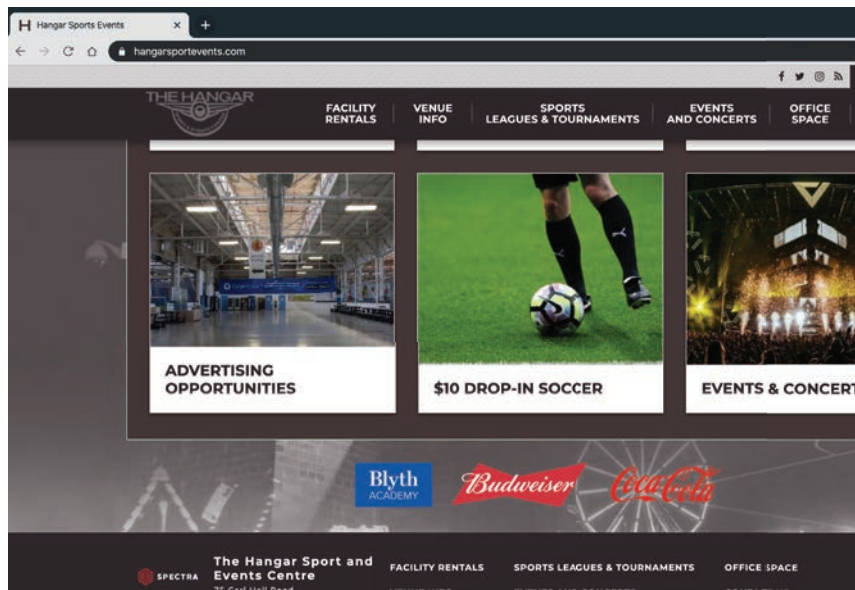
- Main concourse level
- High-impact, large format advertising opportunity
- Highest-visibility for maximum brand impressions





RINK BOARDS

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



ONLINE ADVERTISING

- Homepage footer logo presence with link to drive traffic to your site

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 group during this time

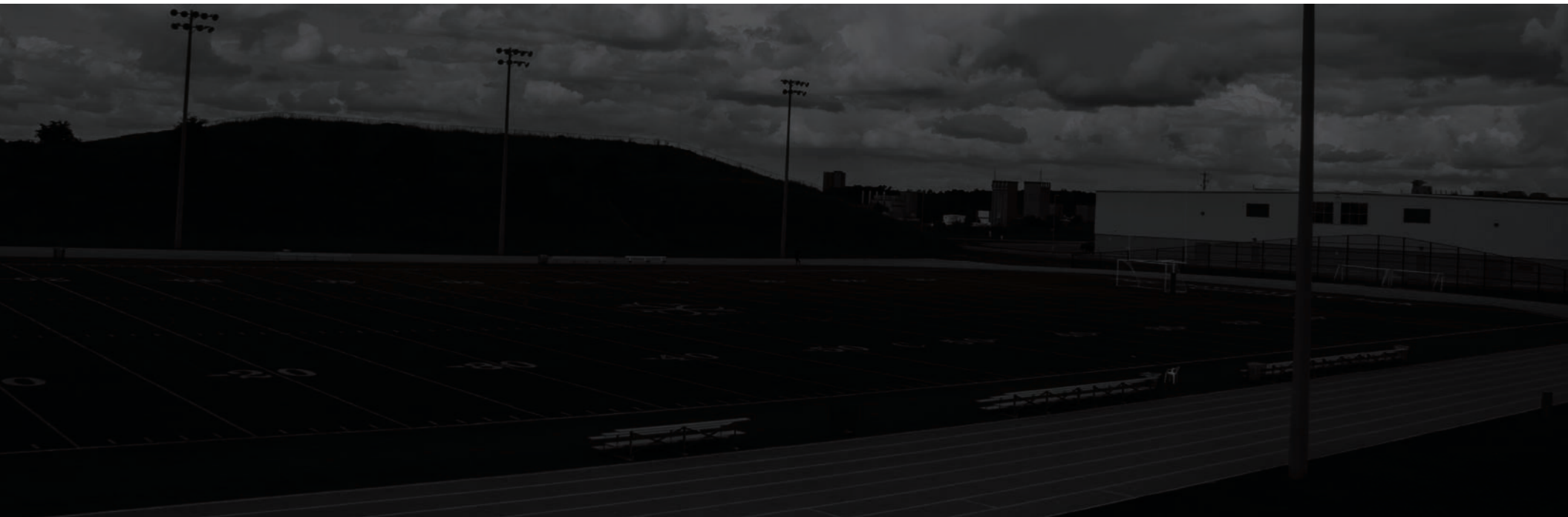
YOUTH/ ADULT SOCCER LEAGUE SPONSORSHIP

- 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



INDOOR AND OUTDOOR SOCCER FIELD NAMING RIGHTS

- (4) Indoor Soccer Fields and (2) Outdoor Soccer Fields
- 4' x 3' Branded field banner attached to outdoor lightpost
- 10' x 3' Branded field banner + 15' x 20' advertising banner
- Rights to promote your brand at the time of player/team registration (online/email and on-site)



CONTACT INFO

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:

FACILITY MANAGER

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