

ADVERTISING GUIDE



INTRODUCTION

The City of Lloydminster is a diverse, vibrant community with inclusivity at the heart of our local identity. We are proud of our public facilities and are committed to providing a welcoming recreational experience for all guests.

Sponsorship and advertising revenues are reinvested in the community, supporting municipal services and recreational opportunities for current and future generations.

SERVUS SPORTS CENTRE

5202 12 STREET, LLOYDMINSTER, AB

As Lloydminster's largest multi-sport and event-hosting facility, the Servus Sports Centre enables visitors of every age and skill level to workout, compete and play under one roof. Our facility offers many programs and services that support your commitment to a healthy and active lifestyle.

Each year, the Servus Sports Centre is host to:

- 4,200 hours of ice bookings
- 2,600 Field House bookings
- 6,070 hours of Fun Zone participation
- 100,000 visits from registered members

The Servus Sports Centre offers an array of advertising and sponsorship opportunities to meet your organization's marketing needs.

A ARENA BOARDS
Have your business featured adjacent to the thousands of games, practices and special events hosted at the Servus Sports Centre each year.

B IN-ICE
Have your business featured amidst the thousands of games, practices and special events hosted at the Servus Sports Centre each year.

ICE RESURFACING MACHINE
Get creative with a custom brand wrap on one of our ice resurfacing machines.

C ARENA GLASS PANELS
Showcase your brand in a unique, highly visible way in our arenas with individual or multiple panels.

D DRESSING ROOMS AND HOMETOWN HERO CASES
Feature your brand on the door of a Servus Sports Centre dressing room, or take it a step further with customized advertising inside of the dressing room. This feature also includes logo recognition on the lobby whiteboard.

E CHILD-MINDING CENTRE AND KIDS PLAYROOM
Naming rights sponsorship available! Share your brand and message with the hundreds of parents and little ones that use the Servus Sports Centre child-minding centre each month.

F LEISURE ICE SPACE
Your company could be the new name of the Leisure Ice! Demonstrate your organization's support for youth and recreation by sponsoring the Servus Sports Centre Leisure Ice. The Leisure Ice is frequented by young families and those who just want to glide and learn at their own pace. Each year, hundreds of Lloydminster and area youth take their first strides right here!

G FITNESS CENTRE
Show your support for healthy, active lifestyles with advertising opportunities throughout the Servus Sports Centre fitness centre. Contact us to learn more about how and where your brand can be most effectively showcased in one of Lloydminster's largest and best-equipped gym spaces.

H RUNNING TRACK
Located on the third floor of the Servus Sports Centre, the running track is popular among those seeking a leisurely indoor stroll and those looking to complete their fitness regimen with some cardio. A number of high-visibility options are available throughout the running-track area.

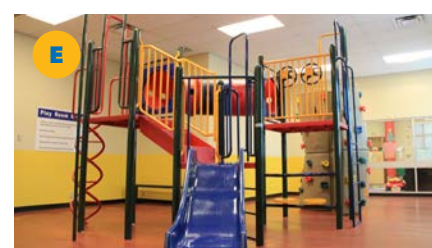
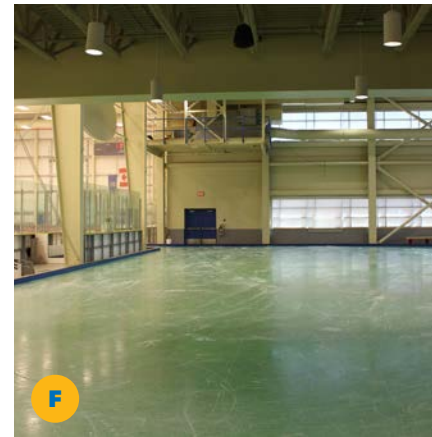
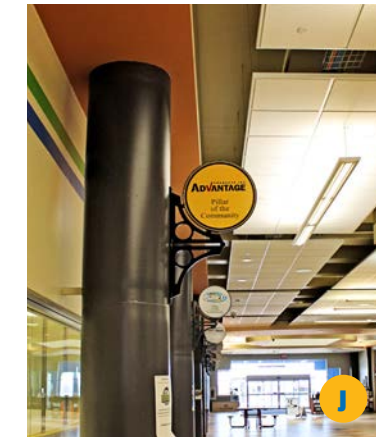
I PARKING LOT PILLARS
The Servus Sports Centre features one of the largest and most-utilized parking spaces in Lloydminster. Feature your business on one or more of our parking pillars, located in highly-visible areas throughout the Servus Sports Centre parking lot.

J PILLARS OF THE COMMUNITY
Highly visible throughout the main concourse of the Servus Sports Centre, our Pillars of the Community provide a way for your business to showcase your logo and make an impact with the guests that visit the Servus Sports Centre each year.

ADDITIONAL MARKETING OPPORTUNITIES

We welcome your ideas for new and innovative ways to promote your brand in our facility. Examples of non-traditional marketing opportunities include:

- Custom wall ads or installations
- On-site marketing (brand activations, samples, handouts, etc.)
- Interactive features and product demonstrations





RUSS ROBERTSON ARENA

5105 34 STREET, LLOYDMINSTER, AB

A popular landmark of the local recreation scene, Russ Robertson Arena is a hub of recreational activity through the summer and winter months. The Russ Robertson Arena offers an array of advertising and sponsorship opportunities to meet your organization's marketing needs.

ARENA BOARDS

Have your business featured adjacent to the hundreds of games and practices hosted at the Russ Robertson Arena each year.

IN-ICE ADVERTISING

Have your business featured amidst the thousands of games, practices and special events hosted at the Russ Robertson Arena each year.

ICE RESURFACING MACHINE BRANDING

Get creative with a customized wrap on one of our ice resurfacing machines.

DRESSING ROOMS

Feature your brand on the door of a Russ Robertson dressing room, or take it a step further with customized advertising inside the dressing room.

ARCHIE MILLER ARENA

4715 57 AVENUE, LLOYDMINSTER, AB

Built in 1966, the Archie Miller is a historical favourite for those active in minor hockey and recreational hockey leagues. The Archie Miller Arena offers an array of advertising and sponsorship opportunities to meet your organization's marketing needs.

ARENA BOARDS

Have your business featured adjacent to the hundreds of games and practices hosted at the Archie Miller Arena each year.

IN-ICE ADVERTISING

Have your business featured amidst the thousands of games, practices and special events hosted at the Archie Miller Arena each year.

ICE RESURFACING MACHINE BRANDING

Get creative with a customized wrap on one of our ice resurfacing machines.

ARENA GLASS PANELS

Showcase your brand in a unique, highly visible way in our arenas.

DRESSING ROOMS

Feature your brand on the door of an Archie Miller dressing room, or take it a step further with customized advertising inside the dressing room.

**CONTACT
US**

Connect with us to learn how marketing opportunities with the City of Lloydminster can support brand awareness for your organization.

SALES AND SPONSORSHIP OFFICE

780-875-4529 Ext. 1010 | sales@lloydminster.ca