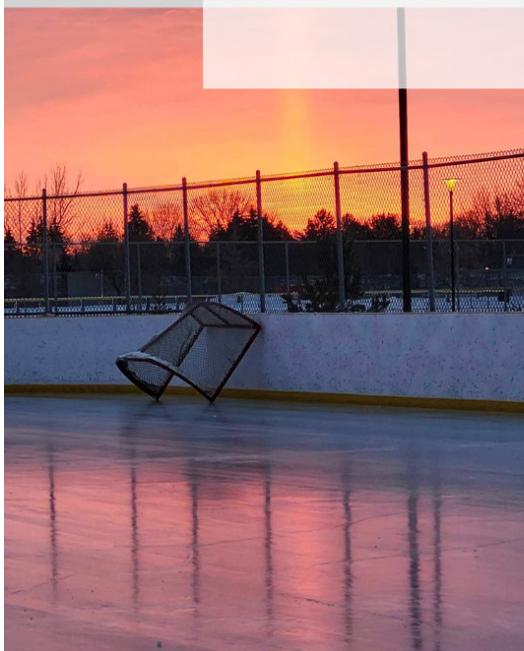


CITY OF

# Warman

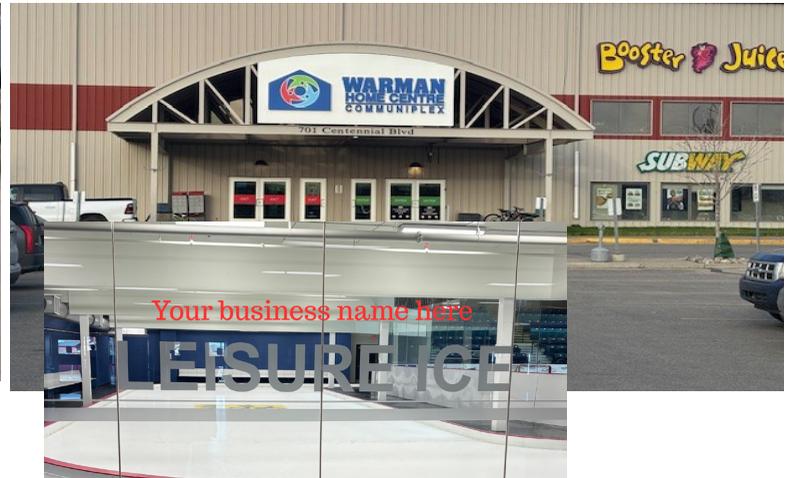
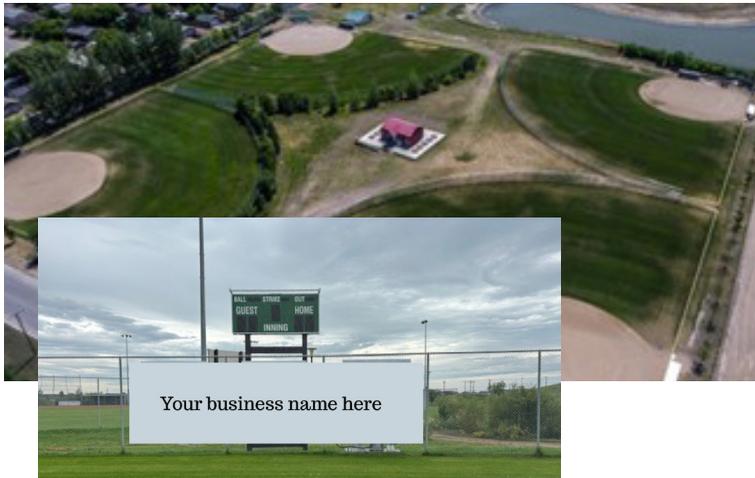
ADVERTISING OPPORTUNITIES



Contact Jennifer Doucette at [jenniferd@warman.ca](mailto:jenniferd@warman.ca) for more information or to advertise with the City of Warman

# Naming Rights

The City of Warman offers exclusive Naming Rights opportunities for select community facilities. This premier level of sponsorship allows your business name to be directly associated with a high-profile venue, providing maximum visibility and prestige. Naming Rights sponsors enjoy prominent brand exposure in all promotional materials, and signage, positioning your company as a leader and key community partner.



LOCATION	INVESTMENT	TERM	INVESTMENT PER YEAR
Title Naming Rights	<del>\$50,000.00</del> <b>SOLD</b>	<del>1 year</del> <b>SOLD</b>	<del>\$50,000.00</del> <b>SOLD</b>
Arena 1 Naming	<del>\$12,500.00</del> <b>SOLD</b>	<del>5 years</del> <b>SOLD</b>	<del>\$2,500.00</del> <b>SOLD</b>
Arena 2 Naming	<del>\$10,000.00</del> <b>SOLD</b>	<del>5 years</del> <b>SOLD</b>	<del>\$2,000.00</del> <b>SOLD</b>
Gymnasiums Naming (Each)	\$50,000.00	5 years	\$10,000.00
Leisure Ice Naming	\$25,000.00	5 years	\$5,000.00
Ball Diamonds (Each)	\$50,000.00	5 years	\$10,000.00
Outdoor Arenas Naming (Each)	\$40,000.00	5 years	\$8,000.00
Skateboard Park	\$50,000.00	5 years	\$10,000.00
Board/Meeting Rooms (Each)	\$15,000.00	5 years	\$3,000.00

**ADDITIONAL DESIGN FEES:**

All naming rights do not include the cost of production of signage  
 All signage design must be approved by the City of Warman.

# Arena Advertising

## Rink Boards

Rink boards surround the ice surfaces at The Warman Home Centre Communiplex, giving sponsors prime visibility and the opportunity to capture the attention of thousands of fans and visitors throughout the year.

Boards are professionally installed to ensure maximum exposure and can be customized with your business branding and information. Rink Board space is available at the MNP Arena (Community Arena) and at the Warman Diamond Rodeo Arena. Rink board advertising location is based on the best available spot. Package pricing is available if purchasing rink boards in both arenas.

**The MNP Arena - \$1,200.00/year**  
(32" x 96") Includes production cost

**The Warman Diamond Rodeo Arena - \$750.00/year**  
(36" x 96") Includes production cost

**Both Arenas - \$1,750.00/year**

## In Ice Logos

Ice Logos are the most exclusive and high profile form of advertising in hockey. Everyone sees them, they are front and center and in the spotlight for the entire game. They are exposed to thousands of fans that will attend Warman Minor Hockey games, practices and tournaments in addition to the adult leagues that use the ice. Ice Logos space is available at the MNP Arena (Community Arena) and at the Warman Diamond Rodeo Arena.

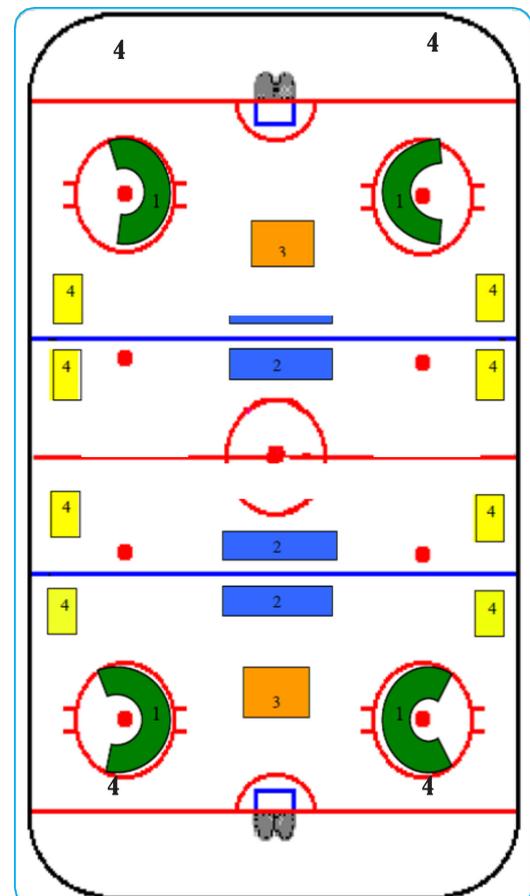
- 1. 4 X FACE OFF CIRCLES**  
\$1,500.00 for 2 OR \$2,300.00 for 4
- 2. BETWEEN THE BLUE & RED END LINE**  
\$900.00 each
- 3. BETWEEN THE FACE OFF CIRCLES**  
\$900.00 each
- 4. EDGE OF ICE/CENTRE LINE and End Lines**  
\$700.00 each

**Installation of logos will be in the July, prior to hockey season.**

All prices are based on a 2 year contract.

Production costs are included.

Package pricing available if purchasing logo space in both arenas.



# Event Sponsorship

## Why Sponsor City of Warman Events?

Sponsoring community events is more than just a marketing opportunity — it's an investment in people, culture, and connection. By aligning your brand with the City of Warman's most celebrated events, you demonstrate your commitment to community spirit while gaining meaningful visibility with residents and visitors.

Our events are extremely well attended, drawing hundreds of participants each year. Sponsorship plays a vital role in keeping these events thriving. Your support not only helps reduce costs, but it also ensures that many of our events remain free and accessible to everyone — while enhancing the quality of the experience for all who attend.

## How Sponsorship Strengthens Events.

**Reduces costs** – Sponsorship helps cover expenses for entertainment, equipment, and logistics, easing the burden on taxpayers.

**Improves accessibility** – With sponsor support, we are able to keep key events free of charge, making them inclusive for families of all backgrounds.

**Supports growth** – With increasing attendance, sponsorship ensures our events continue to expand and evolve to meet the community's expectations.

## Benefits for Sponsors.

By becoming a sponsor, your organization will:

**Show your commitment to the community** – position your business as a trusted partner in Warman's growth.

**Increase brand awareness and recognition** – have your logo and name displayed at highly attended, well-loved events.

**Enhance your public image** – build goodwill by supporting events that bring joy to families and residents.

**Stand out from competitors** – associate your brand with experiences that people remember and appreciate.

**Support economic impact** – help create events that draw visitors from outside the city, supporting local businesses and tourism.

## IN-KIND SPONSORSHIP IS ALWAYS AN OPTION

# Sponsorship Levels

## **\$7,500.00 to \$10,000.00**

Official Presenting Sponsorship for our larger events like Canada Day or The Warman Fair Days  
Presenting Sponsor Signage and company provided banners at the event;  
Logo Recognition on directional signage at the event; on printed and digital promotional materials;  
Verbal Recognition through radio advertisements and on-site announcements;  
Social Media Recognition through event promotion, organizations name tagged to social media posts.  
Complimentary Tickets to the event (if applicable)

## **\$3,000.00 to \$5,000.00**

Official Presenting Sponsorship for our Santa Parade and Holiday Celebration Event  
Presenting Sponsor Signage and company provided banners at the event;  
Logo Recognition on directional signage at the event; on printed and digital promotional materials;  
Verbal Recognition through radio advertisements and on-site announcements;  
OR Zone Sponsorship at our larger events like Canada Day and/or The Warman Fair Days  
Social Media Recognition through event promotion, organizations name tagged to social media posts.  
Complimentary Tickets to the event (if applicable)

## **\$1,200.00 to \$2,500.00**

Official Presenting Sponsorship for our smaller events like the Harry Potter Party; WinterFest, Easter Egg Hunt; Flannel Fest & Halloween, etc.  
Presenting Sponsor Signage and company provided banners at the event;  
Logo Recognition on signage at the event; on printed and digital promotional materials;  
OR Zone Sponsorship at our Santa Parade and Holiday Celebration Event  
Social Media Recognition through event promotion, organizations name tagged to social media posts.  
Complimentary Tickets to the event (if applicable)

## **\$750.00 to \$1,000.00**

Zone Sponsorship at our smaller events like the Harry Potter Party; WinterFest, Easter Egg Hunt; Flannel Fest & Halloween, etc.  
Logo Recognition on signage at the event; on printed and digital promotional materials;  
Social Media Recognition through event promotion, organizations name tagged to social media posts.  
Complimentary Tickets to the event (if applicable)

## **\$250.00 to \$500.00**

Logo Recognition on signage at the event; on printed and digital promotional materials;  
Social Media Recognition through event promotion, organizations name tagged to social media posts.  
Complimentary Tickets to the event (if applicable)  
OR Public Skating at the Diamond Arena  
sponsorship packages can be tailored to suit your needs.

*Number of complimentary tickets, logo recognition, social media posts are dependent on your sponsorship level.*

# Other Options

## Digital (LED) Sign

The Electronic Sign is located in the parking lot of the Warman Home Centre Communiplex at 701 Centennial Drive.

Centennial Drive is a main street in the City of Warman and is a direct route to Highway 305 inorth of the City.

Everyone accessing the year round facility has an opportunity to view the sign.

All advertising is guaranteed to run a minimum of 24 times each hour.

Full colour animation capabilities are available.

Sign Resolution: 768px (w) x 576px (h)

A \$75.00 in-house ad creation fee or send in your own creation.

Discounts available for local Warman community groups



DURATION	INVESTMENT	Approximate # of runs per duration	Approximate cost per run
Weekly	\$200.00	2,688	\$0.08
Monthly	\$350.00	11,520	\$0.03
Annually	\$3000.00	140,160	\$0.02

## Leisure Guide

The City of Warman Leisure Guide is available on-line, with printed copies also offered for pickup at the Warman Home Centre Communiplex.

Published three times a year (Fall, Winter, and Spring/Summer), the Guide highlights a wide range of sport, culture, and recreation opportunities for residents of Warman and the surrounding area.

Advertising in the Leisure Guide gives your business the opportunity to reach new clients, increase visibility, and showcase your products or services directly to the community.

Discounts available for local Warman community groups.

AD SIZES	INVESTMENT
Full Page: 8" (w) x 10"(h)	\$500.00 per issue
1/2 Page: 8" (w) x 5"(h)	\$350.00 per issue
1/4 Page: 4" (w) x 5"(h)	\$200.00 per issue



**SPECIAL**  
Save up to **25%**  
when you advertise  
in 2 or more  
editions

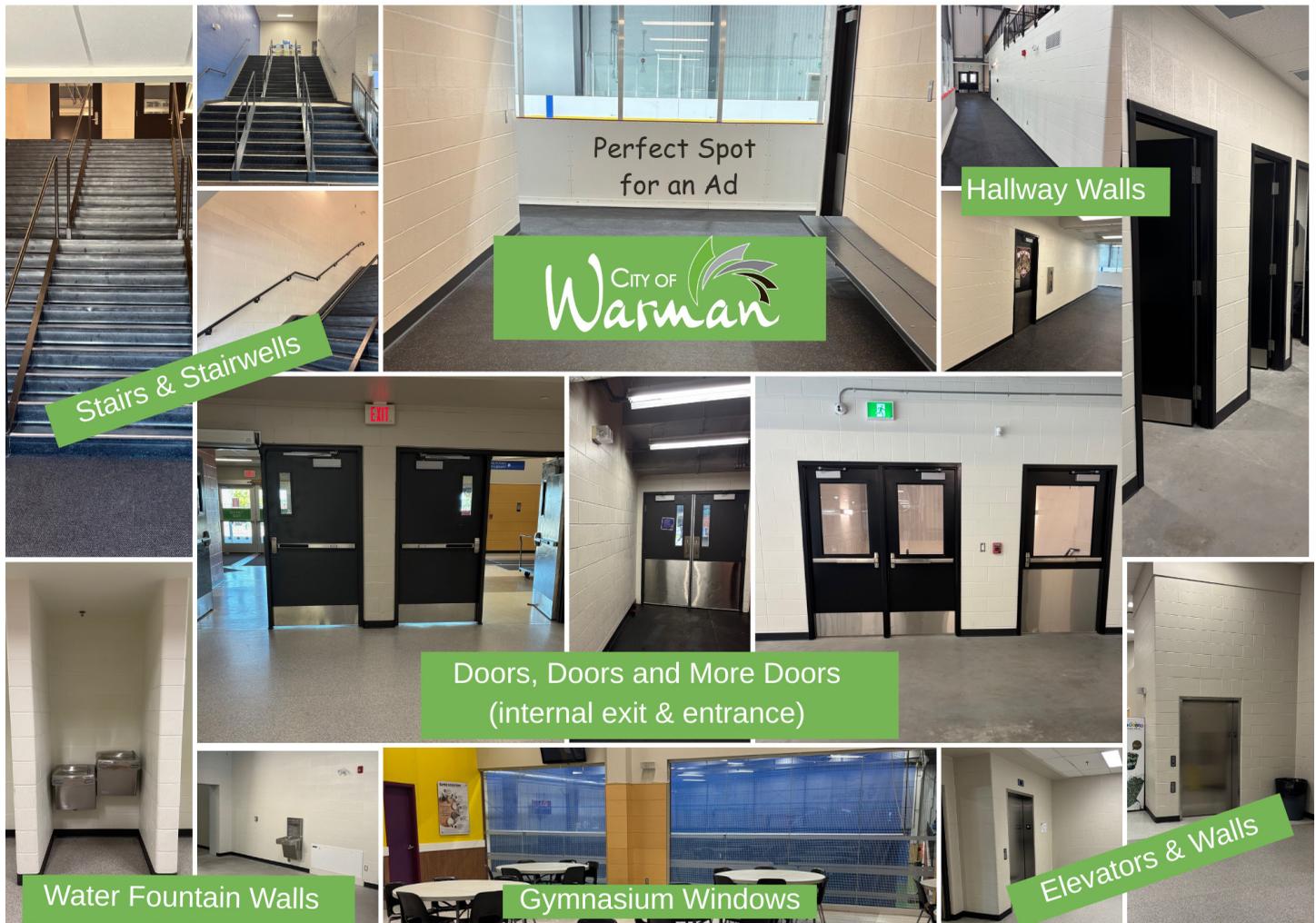
# And More

## Put your advertising where the action is!

The Warman Home Centre Communiplex offers numerous advertising options throughout the building. Below are just a few of the many prime locations available for your business to showcase its brand.

Walls  
Windows  
Doors  
Floors  
Stairs  
Elevators  
and so much more!

If your organization is interested in advertising in these areas—or would like to explore other opportunities not listed—please contact us for more details and a customized quote.



# Guidelines

Preference is given to advertising that is positive in nature to the welfare of the community and that generally promotes a healthy active lifestyle and attitude towards all citizens.

Display of an advertisement in any City operated facilities does not constitute endorsement of the content by the City of Warman.

Advertising that promotes an individual political party or politician are not permitted.

Advertisements must be non-partisan, non-racial, non-denominational, non-sexist and non-political.

Leisure Guide advertisements that are meant to be a coupon or cut-out promotion are not permitted.

Advertisements that promote drug, alcohol or tobacco products are not permitted.

Advertising cannot be in conflict with any law, regulation, code, policy, by-law, standard or guideline established by the City of Warman, the Provincial and Federal Governments.

Any agreement that the City of Warman enters into with an advertiser shall not influence or determine the supply of goods or services to the City of Warman beyond the terms of the advertising agreement.

Leisure Guide advertising space is sold on the basis that the “life” of the ad is limited to the “shelf life” of the Leisure Guide in which it appears. All other advertising periods will be outlined in the advertising agreement.

Final placement of advertising depends on layout requirements and available space. Exact positioning cannot be guaranteed.

You must provide a valid e-mail address in order to receive a proof of your advertisement. Proofs will be sent to all advertisers to avoid errors. If we do not hear back from you within 3 business days, the advertisement will run as it was sent to you.

The City will not be responsible for collecting or ensuring that photo release forms or permissions have been provided to the eligible organization for posting images. Images, trademarks, trade names and logos used are at the responsibility of the submitting organization and that the organization is authorized to use them.

The City of Warman reserves the right to reject any advertising proposal and to select advertisers based on criteria established by the City, that may include, but is not limited to: location of the organization, compatibility of products and services advertised as it relates to Warman Parks, Recreation and Cultural Services programs and available advertising space.

Contact Jennifer Doucette at [jenniferd@warman.ca](mailto:jenniferd@warman.ca) for more information or to advertise with the City of Warman