

Media Kit



CONTACT INFO

City of Beaumont

Beaumont.ab.ca

advertising@beaumont.ab.ca

With Spirit



ADVERTISING OPPORTUNITIES

INVEST IN YOUR COMMUNITY, CONNECT WITH YOUR COMMUNITY

Focused on growth, innovation and technology, the City of Beaumont has become the 5th fastest growing community in Canada. The exciting future of the City makes it an ideal place to live, work and play – with spirit. With a brand new recreation centre which includes an NHL size arena, fitness centre, The Arch Climbing Centre, there are many opportunities for marketing and advertising to make the facilities come alive with our local businesses.

WHY SHOULD YOU ADVERTISE IN A CITY OF BEAUMONT FACILITY?

Audience

Many different user groups such as hockey, lacrosse, football, and more attend our facilities throughout the year bringing lots of exposure to your marketing campaign

Demographics

Our facilities bring a diverse group of visitors including young children to gleeful grandparents cheering on their grandchildren in a game. The vast reach of people allows the ability to target varied demographics

Opportunities

From rink boards to Zamboni wraps, we have plenty of mediums to cater to your needs

Cost Effective Packages

We can create packages for the maximum exposure of your business and marketing campaign

Convenient

Printing and installation included, just send us your digital file



ARENA & FIELDHOUSE ADVERTISING

City of Beaumont operates the following two arenas and field house which host a diverse group of activities as well as people and provides thousands of impressions each year:

Connect with a wide variety of activities:

- Beaumont Braves and Beaumont Chiefs hockey practices and games
- Lacrosse tournaments
- Public skating and shinny hockey
- Ringette

Beaumont Sport and Recreation Centre

- NHL sized rink with viewing and seating area for up to 200 spectators*
- Field house with viewing and seating area for up to 200 spectators
- Large lobby area with rink viewing and seating area
- Large annual arena attendance
- University and junior teams use this arena for games and practices

*Subject to Provincial and Alberta Health Services guidelines

Ken Nichol Regional Recreation Centre

Rink 1

- Large lobby area with rink viewing and seating area
- Seating for up to 350 spectators*
- Junior teams use this arena for games and practices

Rink 2

- Large lobby area with rink viewing and seating area
- Seating for up to 200 spectators*
- University and junior teams use this arena for games and practices

*Subject to Provincial and Alberta Health Services guidelines

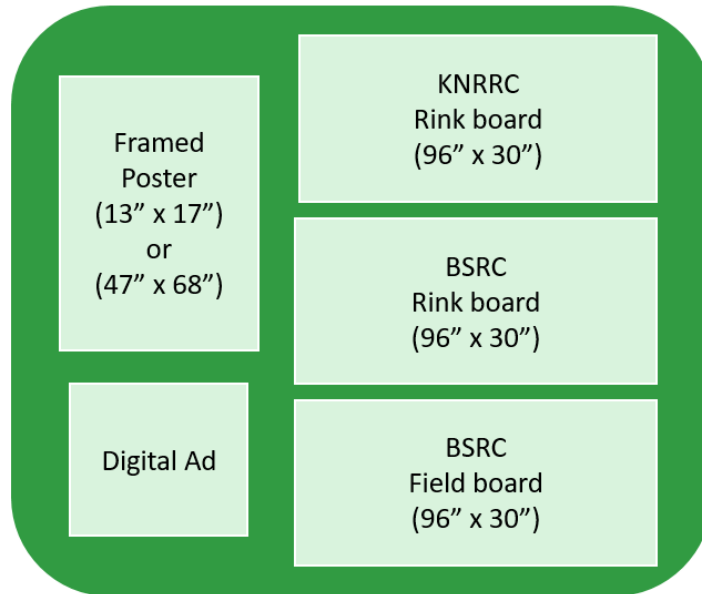
Interested?

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Production Sizes:



Rates:

Medium	Rate
Ken Nichol Rink board	\$800 per year
Beaumont Sport and Recreation Centre Rink board	\$800 per year
Beaumont Sport and Recreation Centre Field board	\$800 per year
Framed poster	\$150 - \$300 per 3 months
Digital TV advertisement	Price determined based on request
Notes: <ul style="list-style-type: none"> • Prices are subject to change depending on facility attendance or custom packages • TV advertisements are offered to Not-for-Profit organization at a 25% discount • Prices do not include production, design, or GST 	

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OTHER RECREATION CENTRE ADVERTISING

In addition to the three arenas and field house, the City of Beaumont operates a running track, swimming pool, fitness centre, and climbing wall. These amenities bring a diverse audience throughout the year.

Connect with a wide variety of activities:

- Public & lane swims
- Running Track
- Event/Meeting Rooms
- Drop in fitness programs
- Swimming lessons
- Sporting competitions
- Special events

Medium	Rate
Framed poster	\$150 - \$300 per 3 months
TV advertisement	Price determined based on request
Notes:	
<ul style="list-style-type: none">• TV advertisements are offered to Not-for-Profit organization at a discount of 25% off• Prices do not include production, design, or GST	



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CITY OF BEAUMONT ACTIVITY GUIDE ADVERTISING

Activity guide showcases registration and activity information for the City of Beaumont recreational programs such as dance, free public skating, aquatic programs, fitness programs, and outdoor activities. Each season, 7,800 copies are printed with up to 8,000 online impressions and 4,000 downloads.

Production Sizes & Rates:

ISSUE
Spring/Summer Guide
Fall Guide
Winter Guide

Size	Price
¼ Page – Single Season	\$100
¼ Page – Multi Season	\$180
½ Page – Single Season	\$145
½ Page – Multi Season	\$255
Business card size – Single Season	\$70
Business card size – Multi Season	\$135



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EVENT SPONSORING & ADVERTISING

City of Beaumont hosts a variety of events throughout the year that boasts a diverse audience and attending guests with thousands of impressions throughout the year. Events included but not limited to:

EVENT	ACTIVITIES	ATTENDANCE
Family Day	Hands-on activities, live and roaming entertainment, outdoor activities and fun food options.	1,500 to 2,000 people
Town and Country Daze	The weekend consists of bouncy castles, petting zoo, pony rides, face painting, crafts, stage entertainment, food vendors, indoor movie and fireworks. The parade is run by the Beaumont and District Agricultural Society.	5,000 people
Canada Day	Four Seasons Park comes alive with inflatables, live entertainment, hands-on crafts and activities, families set up for BBQs and often spend the whole day in the park.	4,000 people
Culture Days	Taste of Beaumont.	1,000
Brighten Up Beaumont	Santa and Mrs. Claus are on hand for photos, cookie decorating, craft, ice carving, sleigh rides, free hot chocolate and mandarin oranges and live music make this a big family outing evening.	3,000

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CITY OF BEAUMONT

OUR BEAUMONT

The City of Beaumont is Alberta's 19th city, the 5th fastest growing community in Canada and continues to retain its unique character and charm. It has attracted over \$1billion in new investments in recent years and is home to a bustling population of almost 20,000.

We welcome businesses into our community and are excited to showcase our amenities of potential advertising opportunities within our city. We would be happy to create unique packages to support your needs.

"In Beaumont, we celebrate our community with spirit. This comes with a great opportunity for businesses, near and far, to promote within Beaumont with the confidence they will reach an audience matched for their needs. Our demographics, media placements, and events speak not only to the growth potential within Beaumont, but the support you will receive to help meet your goals."

- Mayor, John Stewart



BeaumontAB



City of Beaumont



@beaumont_ab



@T4XBeaumont

