



ADVERTISING & SPONSORSHIP OPPORTUNITIES 2026



EXPAND YOUR REACH WITH BEAUMONT -

POSITION YOUR BRAND WHERE YOUR CUSTOMERS LIVE, PLAY, AND SPEND!

The City of Beaumont offers a range of advertising and sponsorship opportunities designed to help your organization stand out.

By partnering with us, you can increase brand visibility, connect directly with residents & visitors, and align your business with programs, events, and spaces that matter to the community.

Whether you're interested in event sponsorships, facility branding, or targeted advertising placements, we provide flexible options that can be tailored to meet your goals.

When you partner with Beaumont, you're not just gaining exposure—you're becoming part of a community that values local support, collaboration, and shared success. We're here to help you tell your story, engage with audiences in authentic ways, and make a positive impact where it counts!



Partner with one of Western Canada's fastest growing cities!



Home to 26,000 residents



Median age of 35



\$142,890 avg family income



SPACES AND PLACES



BEAUMONT SPORT AND RECREATION CENTRE

- Multi-use facility featuring arena, gymnasium, turf field house, aquatics centre, track, and more
- 433,426 visitors annually
- 14,695 annual rental hours



KEN NICHOL REGIONAL REC CENTRE

- 2 regulation-size ice rinks (Aug-March)
- 2 dry-surface arenas (April-July)
- 300,000 visitors annually
- 4,725 annual rental hours



BEAUMONT COMMUNITY CENTRE

- Largest banquet facility in the county including hall, multipurpose rooms, and commercial kitchen
- 48,000 visitors annually
- 9,000 annual rental hours
- 882 event bookings in 2025



OTHER SPACES

- Outdoor sports fields, spray park, dog park, outdoor rinks, tennis courts
- City transit
- Seasonal activity guide
- City hosted community events



BEAUMONT

2026 Advertising and Sponsorship Opportunities



FACILITY ADVERTISING



RINK & FIELD BOARDS 95" X 30"

High-visibility signage placed directly along the playing surface. Providing constant exposure during games, practices, tournaments, and community events—ideal for brands looking to increase recognition with families, athletes, and spectators.

\$800 per year

production cost \$275



FIELD HOUSE END CAPS

With uninterrupted sightlines and consistent foot traffic, these two endcap placements are ideal for organizations looking to strengthen community presence, increase brand awareness, and align with active, engaged audiences.

Starting at \$7,500 per year

5 year minimum term



ZAMBONI

Full vinyl branding on the facility's Zamboni. As one of the most iconic and photographed elements in any arena, the Zamboni becomes a mobile billboard seen during every resurfacing and event. High novelty value and exceptional visibility.

Starting at \$4,500 per year

5 year minimum term

All advertised costs do not include GST.



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FACILITY ADVERTISING



FOUNTAIN/WASHROOM SNAP FRAMES 11" X 17"

Framed poster located above main water fountain or back of washroom stall door. Ideal for concise, bold, easy-to-digest content.

\$125 per year

\$270 per year
with quarterly refresh



SNAP FRAMES 24" X 36"

Large, eye-catching posters displayed in high-traffic areas such as lobbies, hallways, and common spaces. Ideal for promoting brand messaging, product awareness, or key campaigns with clean, professional framing.

\$300 per year



VINYL WALL WRAP

Full-coverage custom vinyl graphics applied to architectural surfaces. Vinyl wraps transform walls, doors, staircases, and windows into immersive brand experiences, providing high-impact visibility and year-round exposure.

3 year minimum term



ICE LOGO

Permanent or seasonal logo placements embedded directly into the ice surface. Premium brand visibility during every skate, game, and practice, delivering unmatched exposure throughout the season.

All advertised costs do not include GST.



BEAUMONT

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ACTIVITY GUIDE ADVERTISING

The go-to resource for families and residents looking for seasonal activities, programs, and community services. Published quarterly, it reaches thousands across the city. Gain direct exposure to an engaged audience that values community, recreation, and local services. An affordable and effective way to showcase your brand and support programs that enrich lives and strengthen Beaumont's sense of connection.



2026-2027 Activity Guide Fees

Ad Size	1 Season	2 Seasons	3 Seasons	4 Seasons
½ page	\$174.47	\$306.84	\$481.31	\$613.68
¼ page	\$120.33	\$216.61	\$336.94	\$433.22
Business Card	\$84.33	\$162.47	\$246.80	\$324.94

All advertised costs do not include GST.



TRANSIT ADVERTISING

Secure long-term advertising placements with premium visibility across Beaumont's transit system.

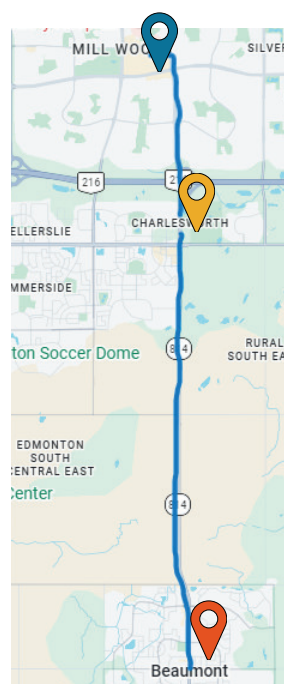
As an advertising partner, your brand will receive prominent exposure through professionally designed inside transit ad cards or outside wrap options that ensure your message reaches thousands of commuters, pedestrians, and drivers every day.

While buses carry your message throughout the city, Beaumont's bus shelter offers a distinctive advertising environment. This shelter is not simply passed at a distance—it's a large, well-lit, enclosed, and weather-protected space where people naturally pause and engage with their surroundings.

Together, bus and shelter advertising reaches real people on their daily journeys—your customers, neighbours, and community members. Whether they are riding transit or simply passing by, your message becomes part of their routine, reinforcing brand awareness and trust over time.

Monthly or Yearly Terms Available

**3 buses
stops**



**Mill Woods
Transit Centre**

**50th Street and
Ellerslie Road**

**Ken Nichol Regional
Recreation Centre**

Daily Average:

147 riders

Monthly Average:

3,318 riders



2026 Advertising and Sponsorship Opportunities



EVENT SPONSORSHIP

More than just dates on a calendar—City of Beaumont events are essential touchpoints that connect us, celebrate our shared identity, and foster a sense of belonging. As a sponsor, you'll be part of something truly meaningful helping to shape the experiences that make Beaumont such a dynamic and engaged place to live, work, and visit.

Each city events is thoughtfully designed to bring people together through diverse experiences that reflect the heart of our community. All events are free of charge, ensuring accessibility for all and reinforcing our commitment to creating spaces where everyone feels welcome. Drawing thousands of attendees from Beaumont and beyond, event sponsorship is an opportunity for unparalleled visibility for your brand.

Family Day

Third Monday in February

Volunteer Appreciation

National Volunteer Week in April

Beaumont Days

Weekend after Victoria Day

Canada Day

July 1st

Remembrance Day

November 11

Brighten Up Beaumont

Second Saturday in December



PROGRAM SPONSORSHIP

PUBLIC SKATING

Support one of the community's favorite activities by sponsoring free drop-in public skate. Sponsorship includes brand recognition on the City of Beaumont website, at the arena, and on two skate-aids.

\$700 per year

SPLASH AND CHILL

Splash and Chill is weekly reduced admission public swim. Sponsorship includes brand recognition on the City of Beaumont website, at the pool, and up to 25 complimentary swimming passes for you and your team to enjoy throughout the year.

\$2500 per year

CHILD & YOUTH PROGRAMS

From Child Mind services at the Beaumont Sport and Recreation Centre to Summer in the Park at Four Seasons Park, your support helps create spaces where children can play, learn, explore, and build lasting friendships—while demonstrating your commitment to families and community well-being.

CLIMBING DROP-IN

Climbing promotes fitness, confidence, and connection. Your sponsorship helps make climbing accessible for youth and families while supporting healthy, active lifestyles and a stronger community within Beaumont.

\$2500 per year

All advertised costs do not include GST.

READY TO MAKE AN IMPACT?

YOUR VISION, OUR COMMUNITY

The best partnerships are built together.

We invite you to co-create a bespoke experience tailored to your brand's goals.

If you have a creative idea to engage our audience and showcase your commitment to a vibrant community, let's make it happen.

Get in touch today to design a presence with spirit!

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