

# POGADL PARK

## Sponsorship and Advertising Opportunities

POGADL  
PARK

INVEST IN THE FUTURE OF A  
HEALTHY COMMUNITY



# WELCOME TO POGADL PARK

## Engage, Interest, Invest

Pogadl Park is the exciting development of a national-level, 80-acre sports and recreation park that will provide opportunities to host national and North American level sporting events, all while meeting the growing community demands of the Town of Sylvan Lake and area.

## Corporate Citizenship

Once completed, the Pogadl Park project will feature national-level baseball diamonds, various court sports, a multi-use synthetic turf football field, grass soccer pitches, an outdoor hockey rink, a water spray park, a playground, campground, PLUS walking and biking trails.

**Your sponsorship lets the community know that your business cares!**

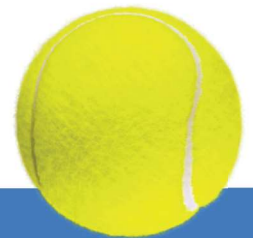




# KEY AMENITIES



- 2,500 Seat Baseball Stadium (Home to the Sylvan Lake Gulls, Western Major Baseball League)
- Baseball Diamonds (4 available)
- Multi-Purpose Sport Field
- Basketball / Casual Ice Surface
- 42 Stall RV Campground
- Water / Spray Park "Play Zone"
- Playground
- Tennis Courts (2 available)
- Pickleball Courts (4 available)
- Soccer Fields (2 available)
- Beach Volleyball Courts
- Outdoor Hockey Rink
- Multi-Use Trails



**Pogadl Park will be a major visitor attractor through sports tourism, tournaments, and special event hosting for the 900,000+ tourists visiting Sylvan Lake each year**



# High Traffic Community Hub

Pogadl Park showcases community spirit and the love of all things recreation.

This top-rate park will provide comprehensive recreational facilities that encourage people to be active participants in sports, be spectators in sporting events, and attract visitors to the Town of Sylvan Lake.

Naming rights sponsorship opportunities create a sense of connection to the community with a multitude of long-lasting benefits.

**Whether investing in the RV campground or the fields at Pogadl Park, you can ensure that your brand shines at any level, with a commitment to the health of residents and the long-term sustainability of our park.**



# SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunity	Annual Payment *over 5 years	Total Valuation	Amenity Completion Date
PARKS NAMING RIGHTS	RESERVED	RESERVED	
GULLS BASEBALL STADIUM <small>CONTACT GULLS AT <a href="mailto:AQIL@SYLVANLAKEGULLS.COM">AQIL@SYLVANLAKEGULLS.COM</a></small>	N/A	N/A	2021
LITTLE LEAGUE BASEBALL DIAMOND	\$4,000	\$20,000	
BALL DIAMONDS (4 AVAILABLE)	\$4,000 each	\$20,000 each	2019
MULTI-PURPOSE SPORTS TURF FIELD	\$50,000	\$250,000	
OUTDOOR HOCKEY RINK	\$7,200	\$36,000	
BASKETBALL/CASUAL ICE SURFACE	\$2,400	\$12,000	
RV CAMPGROUND	\$10,000	\$50,000	
PLAY ZONE	RESERVED	RESERVED	2021
TENNIS COURTS (2 AVAILABLE)	\$4,000 each	\$20,000 each	
PICKLEBALL COURTS (4 AVAILABLE)	\$4,000 each	\$20,000 each	
SOCCER FIELDS (2 AVAILABLE)	\$1, 600 each	\$8, 600 each	
BEACH VOLLEYBALL COURTS	\$4,000	\$20,000	

\*SPONSORSHIPS ARE BASED ON A 10-YEAR TERM WITH ANNUAL PAYMENTS  
OVER THE FIRST 5 YEARS OF THE AGREEMENTS



# **Little League Baseball / Fastball Diamond**

This 220-foot diamond will be a top-quality facility that will feature both dugouts and bleachers.

## **Sponsorship Investment:**

**\$20,000**

## **Your sponsorship includes:**

Signage will be placed on both of the dugouts.

All scheduling will reference the sponsor's name of the diamond.

## **Plus the following:**

**Sponsor will receive a 10-game pack of tickets for the  
Sylvan Lake Gulls.**

**Sponsor will be recognized on the Town of Sylvan Lake  
website and social media platforms.**





# Baseball Diamonds

The quad slo-pitch and minor baseball facility will provide first-class facilities for community-level to national-level events.

Prime netting back-stops and spectator covering is one of the first of its kind in Canada and will support a safe and enjoyable viewing experience for all Pogadl Park visitors.

## **Sponsorship Investment:**

\$20,000

## **Your sponsorship includes:**

Signage will be placed on both of the dugouts.

All scheduling will reference the Sponsor's name of the diamond.

## **Plus the following:**

Sponsor will receive a 10-game pack of tickets for the Sylvan Lake Gulls.

Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.





**Celebration: associate your business  
and brand with community growth and  
celebration.**



# Multi-Purpose Sport Turf Field

This first-class facility will be designed to host the community's football and soccer teams.

A state-of-the-art turf field will extend the playing season for football and soccer. This multi-use field will be player and spectator-friendly with associated amenities; change rooms and concessions as part of the facility.

## **Sponsorship Investment:**

\$250,000

## **Your sponsorship includes:**

Signage will be placed at the entrance of this fenced facility, on the football goal posts, as well as, on the scoreboard.

All booking and advertising of the outdoor rink will also be referred to as the "sponsor" multi-purpose field.

## **Plus the following:**

**Sponsor will receive 2 season tickets for the Sylvan Lake Gulls.**

**Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.**





## **Basketball / Ice Surface**

This multi-purpose pad will be used as a casual skating surface during the winter months and support basketball for the remainder of the year.

### **Sponsorship Investment:**

**\$12,000**

### **Your sponsorship includes:**

Signage will be placed at the entrance to the facility recognizing the sponsor, as well as, on the backboards of the basketball court.

### **Plus the following:**

**Sponsor will receive a 10-game pack of tickets for the Sylvan Lake Gulls.**

**Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.**





# RV Campground

The substantial 42-stall RV Campground will include 10 full-service sites with the remaining 32 sites to include electrical hook-up.

All sites will be able to accommodate RV or tent camping, and will include a fire pit for individual site use.

## **Sponsorship Investment:**

\$50,000

## **Your sponsorship includes:**

Signage will be placed at the entrance to the RV Campground.

## **Plus the following:**

Sponsor will be recognized in the Town of Sylvan Lake website and social media platforms.







# Play Zone

This highly-anticipated 5,000 sq ft facility will be designed with all the latest spray park features, and be the primary attractor in the kid's play area. The tot and youth playground will be a captivating focal point for arriving visitors of the park, as well as, passer-by vehicles.

The park development will also include accommodation playgrounds and parent seating areas.

## **Sponsorship Investment:**

Reserved

## **Your sponsorship includes:**

Signage will be placed at the entrance to the Play Zone.

All marketing and promotional references to include “sponsor” spray park including your name and/or logo.

## **Plus the following:**

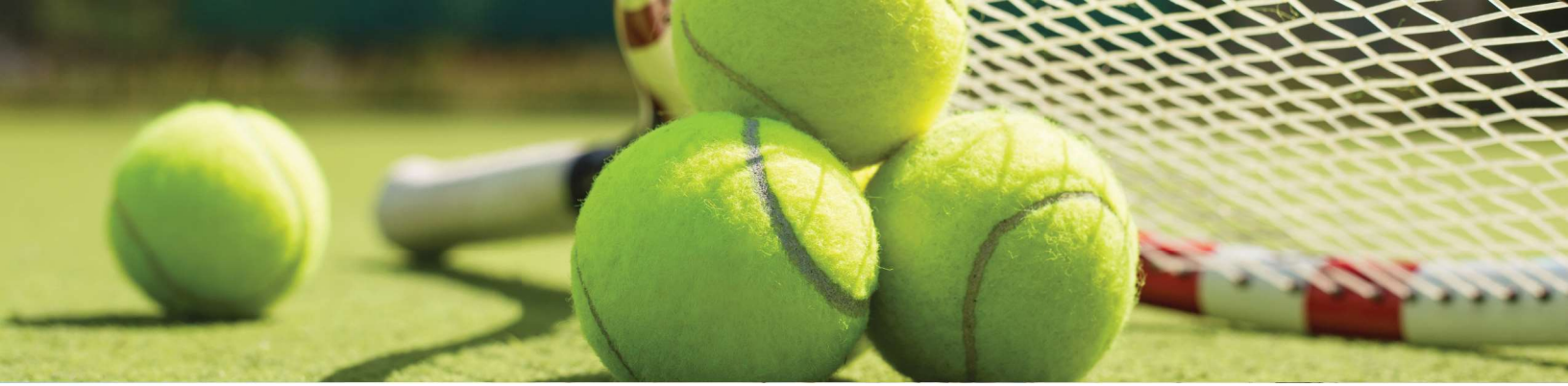
Sponsor will receive 4 season tickets for the Sylvan Lake Gulls.

Sponsor recognized on the Town of Sylvan Lake website and social media platforms.









# Tennis Courts

The tennis facility will include two first-class courts with a high-quality sports finish.

## **Sponsorship Investment:**

\$20,000

## **Your sponsorship includes:**

Signage will be placed at the entrance to the tennis courts.

All marketing and promotional references will include “sponsor” tennis courts including your name and/or logo.

## **Plus the following:**

Sponsor will receive a 10-game pack of tickets for the Sylvan Lake Gulls.

Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.





## Pickleball Courts

The pickleball courts will be a celebrated new addition to the Town of Sylvan Lake for this hugely popular sport. The four courts will feature regulation courts with a top-quality sports finish.

### **Sponsorship Investment:**

\$20,000

### **Your sponsorship includes:**

Signage to be placed at the entrance to the pickleball courts.

All marketing and promotional references will include “sponsor” pickleball courts including your name and/or logo.

### **Plus the following:**

Sponsor will receive a 10-game pack of tickets for the Sylvan Lake Gulls.

Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.

# Soccer Fields

The two, Class "A" grass soccer fields will be formatted to accommodate all ages of FIFA regulations through the use of convenient portable nets.

## **Sponsorship Investment:**

\$8,000 each

## **Your sponsorship includes:**

Signage will be placed at each soccer field.

All marketing and promotional references will include the “sponsor” soccer field highlighting your name and/or logo.

## **Plus the following:**

Sponsors will receive a 5-game pack of tickets for the Sylvan Lake Gulls.

Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.



**Events bring aspiring athletes, traveling teams, and families to the fields.**

**When spectators come from across Alberta and beyond, they could be gathering in an area bearing your name!**





Sponsorship ensures that Pogadl Park continues to enrich our community by:

- Offering first-rate fields and facilities
- Encouraging active, healthy lifestyles
- Promoting togetherness and social richness



# Outdoor Volleyball Courts

The proposed beach volleyball courts will be designed in cooperation with Volleyball Alberta to accommodate all levels of recreational and competitive sports.

It will also offer the ability to host regional, provincial, and national level tournaments.

## **Sponsorship Investment:**

\$20,000

## **Your sponsorship includes:**

Signage will be placed at the entrance to the beach volleyball courts.

All marketing and promotional references will include “sponsor” beach volleyball courts including your name and/or logo.

## **Plus the following:**

**Sponsor will receive a 10-game pack of tickets for the Sylvan Lake Gulls.**

**Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.**





# Outdoor Hockey Rink

The outdoor hockey rink will provide a natural ice facility for both minor hockey and youth recreation hockey.

## **Sponsorship Fee:**

\$36,000

## **Your sponsorship includes:**

Signage will include two rink board locations within the rink.

All booking and advertising of the outdoor rink will also be referred to as the “sponsor” outdoor rink.

## **Plus the following:**

Sponsor will receive 2 season tickets for the Sylvan Lake Gulls.

Sponsor will be recognized on the Town of Sylvan Lake website and social media platforms.



# COMMUNITY INVESTMENT

Be a part of history by contributing with a one-time investment to Pogadl Park through our Community Founder's investment plan.

As a Community Founder, you'll receive recognition on our 'Foundation Wall', ensuring your donation to Pogadl Park is acknowledged throughout the lifespan of the facility.

These investments can be made through a variety of tiers:

Platinum Founder: \$5,000 or more

Gold Founder: \$2,500 - \$4,999

Silver Founder: \$1,000 - \$2,499

Bronze Founder: \$500 - \$999



	Gulls 10 Game Flex Pack	Gulls 5 Game Flex Pack	Framed Certificate Acknowledging Donation	Recognition on Town Site	Tax Receipt
PLATINUM	✓		✓	✓	✓
GOLD		✓	✓	✓	✓
SILVER			✓	✓	✓
BRONZE				✓	✓

**Brand Recognition**

## **CORPORATE CITIZENSHIP**

**Call today for your personalized  
Pogdal Park proposal and information  
package.**

**If you don't see a sponsorship or  
advertising space that fits your needs,  
we'll create one for you!**

**Contact Our Sales & Marketing Team:**

**T: 403 887 1192 (Ext 509)**

**E: [marketing@sylvanlake.ca](mailto:marketing@sylvanlake.ca)**

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