

# Edson Chrysler Event Centre

## Naming/Sponsorship Opportunities

Brought to you by the Yellowhead Agricultural Society



### Introduction

The Yellowhead Agricultural Society was formed in 1975 and has been an integral part of the community by providing recreational and educational facilities and events, drawing many non-locals to the area and helping to aid the local economy. We are uniquely situated within the Town of Edson Limits

One of our facilities includes an indoor riding arena, which is used by many Edson and Yellowhead County residents.

Approximately 63% are from surrounding jurisdictions (Whitecourt, Hinton, Drayton Valley, Edmonton, etc.).

Compared to other nearby arenas in Whitecourt or Thorsby, the Edson indoor riding arena has 90% utilization, which has become a large problem as our demand is higher than our availability to our users.

The facility usage and membership has increased every year and currently sits at a 700% increase over the past five years.



## Board of Directors Priorities:

The YAS Board of Directors has made it a priority to plan and build a new facility that will better serve and meet the demands of our community and surrounding municipalities. A modern facility will attract many large agricultural, recreational, and educational events that will draw participants provincially to our Edson community and Yellowhead County region.

### User Groups:

1. 4H Multi Club
2. Agility & Flyball Clinics
3. Alberta Barrel Racing Assoc.
4. AB Provincial Gymkhana Assoc.
5. Bark'd Up Agility
6. Bark'd Up Flyball
7. Edson 4H Canine Club
8. Edson 4H Monthly Rodeos
9. Edson Chrysler Car Sales
10. Edson Equine & Ag Fair
11. Edson High School Rodeo
12. Edson Horse Show
13. Edson Stampede
14. Edson Chiropractors, Dentists, Farriers, Massage, & Thermal Therapists
15. Horsemanship Clinics
16. Mounted Shooters
17. PlayRuff Dog Training
18. PBR Bullarama
19. Rank Mini Pony
20. Red Dog Sled Dog
21. Youth Bull Riding

### Services/Sponsors/Volunteers to the following charity groups:

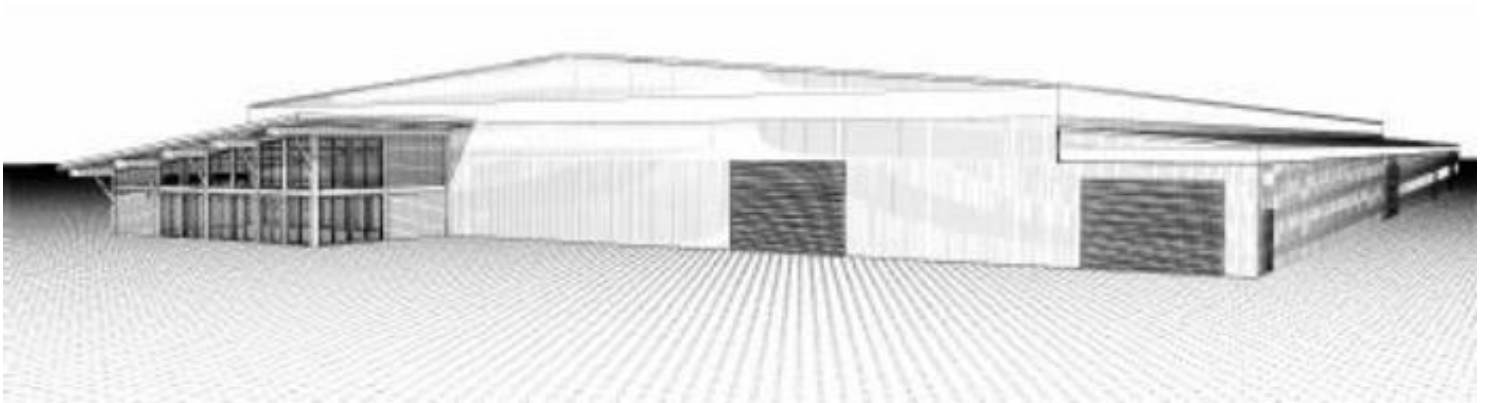
1. 4H Rodeo
2. Agility Fun Days for Charity
3. Ag Arts Program at Living Waters School
4. ALS Ice Bucket Challenge
5. CIBC Run for the Cure
6. Edson Community Garden
7. Edson Farmer's Market
8. Edson Minor Soccer Finals
9. Farm Safety Course for Students
10. Fire Fighter Competition
11. Focus on 4H
12. Fort McMurray fire Fundraiser
13. Gold Dust Daze
14. Community Christmas Dinner
15. YAS Scholarship Program

### Project Details

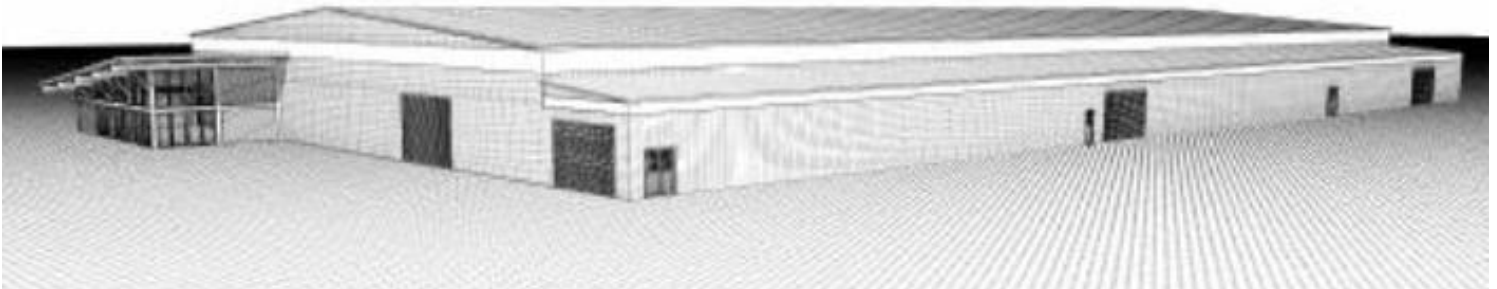
- Completion Fall 2020
- 71,000 Square Feet
- Annual Usage –  
25,000- 35,000
- Budget \$3.82 million

## Edson Chrysler Event Centre Details

- 368' x 170' Building with 75' Lean-to
  - Largest Ag Building North of Ponoka
- Arena Floor of 250' x 130'
  - Largest Public Arena Space in Alberta
- Warm up Arena of 80' x 130'
  - Larger than our Current Arena
- Meeting Room
  - Approx. 20' x 40'



- Seating for 500+ Spectators
- Bathrooms with Showers
- Concession with tables and seating area
- Mezzanine (VIP Section)
- Rough Stock area on South Side away from spectators
- Roping Chutes on West End
- Wash Bay
- Storage area for equipment and Tractor



**THANK YOU to our Current Naming Sponsors:**

**EDSON CHRYSLER secured the naming rights to the building which is now the Edson Chrysler Event Centre**



- Foyer Naming Sponsor ..... Elite Holdings
- Warm Up Arena Naming Sponsor ..... Johnson & Herbert
- Ticket Booth Naming Sponsor ..... Fountain Tire
- Time Event Timer Sponsor..... The Co-operators
- Treasury Office Sponsor ..... Border Paving



# Naming Sponsorship Opportunities Available

Many Exciting Naming Sponsorship Opportunities are available. This is a unique opportunity to have your name displayed as the sponsor of a part of the new Event Centre. Yellowhead Agricultural Society has made it possible to be part of this opportunity with either a one-time donation in the amount below or carrying your donation over multiple years up to 20 years.

## Entitlements:

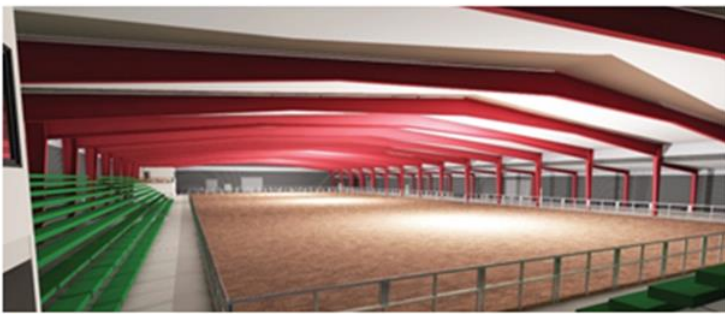
With the plans for completion pushed out until Fall of 2020, what does this mean for you right now?

- Advertising on the Yellowhead Ag Society Web Page
- Advertising on the Yellowhead Ag Society Facebook pages
- Advertising in the local papers
- Tickets to major events held by the Yellowhead Ag Society

Once the building is complete:

- Continuation of the above.
- Corporate Name and Logo incorporated into new facility in the area you have purchased naming rights to.
- During events, these areas will be referred to by your Corporate name.
- Name recognition on Sponsor/Donor Wall

## Arena



\$100,000 | Available | Multi Year

## Announcer Booth



\$75,000 | Available | Multi Year

# Naming Sponsorship Opportunities Available..... Continued

## Grand Stand



\$50,000 | Available | Multi Year

## Viewing Terrace



\$50,000 | Available | Multi Year

## Livestock Pens



\$40,000 | Available | Multi Year

## Sponsor/donor wall



\$30,000 | Available | Multi Year

## Concession



\$25,000 | Pending | Multi Year

## Beer garden



\$25,000 | Pending | Multi Year



If you are interested in any of the Naming Sponsorship Opportunities or would like to make a one-time Sponsor Donation, please contact us using the information below.

If you would like to learn more, please feel free to call.



## CONTACT:

**Christine Davis**  
**Yellowhead Ag Society Building Committee Chair**  
**(780) 728-5058**  
**[elitecomsolutions@hotmail.com](mailto:elitecomsolutions@hotmail.com)**

