

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.

Interested?

Please contact:

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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

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Production Sizes:

Framed Poster (35" x 23")	KNRRC Rink Board (96" x 30")
	BSRC Rink Board (96" x 30")
Digital Ad	BSRC Field Board (96" x 30")

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	\$150/3 months or \$600/year
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 organizations at a 25% discount • Prices do not include production, design, or GST 	

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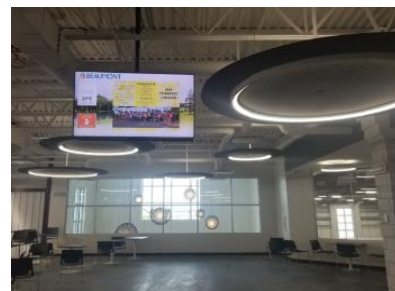


OTHER RECREATION CENTRE ADVERTISING

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 for 3 months or \$600/year
TV advertisement	Price determined based on request
Notes:	
<ul style="list-style-type: none"> • Prices do not include production, design, or GST 	

# of TVs	Locations	Price	NPO 25% discount	Single Event
		12 Week Period		
6	Arena (Dressing Rooms)	\$240	\$180	\$30
5	Fieldhouse & Gym Entrance Dressing Rooms (4) Gym Entrance (1)	\$200	\$150	\$30
2	Fitness Centre	\$80	\$60	\$15
2	Pool (Dry Viewing Area)	\$80	\$60	\$15
1	Concourse	\$40	\$30	\$15
16	TOTAL	640	480	105

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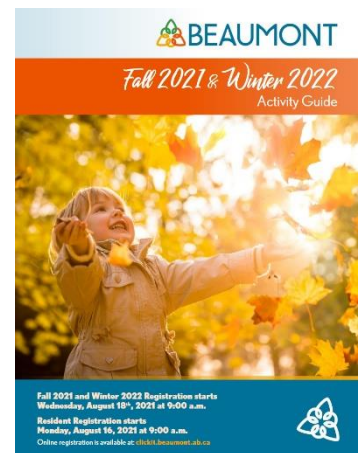


CITY OF BEAUMONT ACTIVITY GUIDE ADVERTISING

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
1/4 Page – Single Season	\$100
1/4 Page – Multi Season	\$180
1/2 Page – Single Season	\$145
1/2 Page – Multi Season	\$255
Business card size – Single Season	\$70
Business card size – Multi Season	\$135

1/2 Page
Single Season = \$145
Multi Season = \$255

1/4 Page
Single = \$100
Multi = \$180

Business Card Size
Single = \$70
Multi = \$135

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CITY OF BEAUMONT

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	Indoor/Outdoor afternoon event featuring live entertainment, various games and hands-on activities for young families. Includes a Cabane a Sucre (Sugar Shack) as a nod to the community's French heritage. Located at the Beaumont Community Centre.	2,000 people
Spring Kick-Off	Indoor morning event with a free pancake breakfast for the community. Includes a Community Fair trade show highlighting spring, gardening, clean up and environmental components. Located at the Beaumont Community Centre.	1,000 people
Town and Country Daze	Largest, city-led annual event. A weekend of activities includes midway, parade, Friday night street party, soap box derby, pancake breakfast, family focused activities, live and roving entertainment. Various locations throughout Beaumont.	5,000+ people
Canada Day	Outdoor, afternoon-night event to celebrate Canada. Held in Four Seasons park, this event includes large event tents for sheltered activities in addition to open air stages and activities. Celebratory cake, food trucks, games, inflatables, hands-on activities rotate through the event to provide ongoing entertainment. Live stage entertainment, beer gardens and fireworks to close out the night.	5,000 people
Culture Days	Indoor event held at the Beaumont Community Centre. We have held a Taste of Beaumont event during the evening featuring food and alcoholic beverages with live entertainment. Due to COVID we have moved away from this style for 2021 but may return to it in 2022.	1,000 people
Brighten Up Beaumont	Indoor/Outdoor evening event. Another event in transition due to a required change in location. Will probably be held at the BSRC with entertainment, activities, Santa and Mrs. Claus, outdoor lights and decoration, live music, horse drawn wagon rides and fireworks.	3,000 people

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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.

“Beaumont is a City that celebrates With Spirit. Our diverse community is perfect for businesses within the region to expand their awareness confidently. With wide demographics, unique media placement opportunities and annual events, Beaumont offers growth and support that will help any business achieve their goals.”

WM. (Bill) Daneluik, BA
Mayor, City of Beaumont



Beaumont Fieldhouse Advertising

96" X 30"

360° Track Viewing



Beaumont Arena Advertising

96" L x 30" H

