



MEDIA KIT

ADVERTISING OPPORTUNITIES & RATES



GENESIS

CENTRE

An Inspired Community

About Us

The Genesis Centre is a 225,000 square foot multi-purpose complex dedicated to enriching the health, wellness, and unity of Northeast Calgary.

The Genesis Centre is not only a venue for sport and recreation, but a place which caters to the diverse interests of the community. Facility spaces are capable of hosting everything from cultural events, social occasions, and performing arts, to business oriented uses such as trade shows, conferences, and corporate team building.

In addition to the Genesis Centre facilities the complex also encompasses a YMCA and a branch of the Calgary Public Library.

FACILITIES

The Genesis Centre encompasses half of the multi-purpose complex and includes the following facilities:

- Two Indoor Field Houses
- Two Class-A Outdoor Fields:
(Artificial Turf and Natural Grass)
- Feature Gymnasium and Event Centre
(30,000 sq. ft)
- Community Gymnasium
(10,000 sq. ft)
- Multi-Purpose Rooms
- Three Meeting and Boardrooms
- 12+ Classroom-Style Rooms in its Community Wing
- Community Kitchen and Catering Prep Room





Our Demographics

The unique and diverse user groups of the Genesis Centre make it a very desirable market for other businesses to reach. Diversity Marketing is an integral component in any successful marketing campaign. To help your business reach these desirable consumer groups, we offer a range of advertising mediums and options – and can tailor a combination of any of these options to maximize your results.

**BASED ON 2021 CITY OF CALGARY
COMMUNITY HUBS PROFILES CENSUS DATA*:**

106,000+ individuals

in private households in North of McKnight:

23% of families with children 0-14

85% are visible minorities/racialized population

** highest percentage in Calgary, suggests cultural diversity.*

57% landed immigrants

** of this 57%, 83% of them are from Asian countries.*

3.6 people per household on average

** highest average household size in Calgary, suggests intergenerational.*

46% of individuals speak a non-official language

*(other than English or French) * highest percentage in Calgary, suggests cultural diversity.*



2.5 Million
Visitors Annually!

STATIC ADVERTISING

10' X 3' BOARD ADVERTISING ENGAGE A CAPTIVE AUDIENCE ON THE SIDELINES.

These vibrant 10' x 3' vinyl boards are positioned along the perimeter of our two busiest indoor field houses, maximizing impressions from players, spectators, and event attendees alike. With a steady flow of youth and adult sports (soccer, volleyball, cricket, lacrosse, and more), your brand is guaranteed consistent visibility, week after week.

Ideal for: Local businesses, sports brands, community organizations, and services targeting families and athletes.

| 10' X 3' AD | ANNUAL RATE/1 YEAR* | ANNUAL RATE/3 YEARS* |
|--------------------|---------------------|----------------------|
| Single Field House | \$1,800 | \$1,500 |
| Both Field Houses | \$3,000 | \$2,500 |

*Rates above do not include production/printing or installation of the ad.

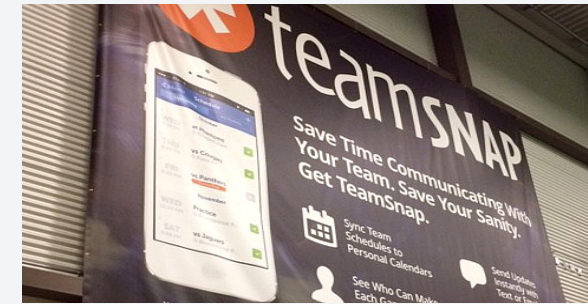
20' X 15' WALL BANNER ADVERTISING BIG SPACE. BIGGER IMPACT.

Make your message unmissable with a large-format wall banner overlooking our field house activities. These premium placements provide long-range visibility and dominate the field-of-view during gameplay, tournaments, and cultural events. High foot traffic ensures your brand stays top of mind with every visitor.

Ideal for: Corporate sponsors, financial institutions, healthcare providers, and regional advertisers seeking strong brand association.

| 20' X 15' BANNER(S) | ANNUAL RATE/1 YEAR* | ANNUAL RATE/3 YEARS* |
|------------------------|---------------------|----------------------|
| North Wall | \$3,000 | \$2,500 |
| South Wall (Exclusive) | \$5,000 | N/A |

*Rates above do not include production/printing or installation of the ad.



20' X 15' WALL BANNER EXAMPLE

ESTIMATED ADVERTISING PRODUCTION COSTS

Genesis Centre receives preferred rates with vendors and does not upcharge clients, so these savings are forwarded to the client. In addition, Genesis Centre comps both the graphic design and installation charges during the production phase.

COMPED:

- **Graphic Design Development** \$150
(3 hours x \$50)
- **Installation** \$100/year
(annual replacement if required)

PAID BY THE ADVERTISER:

- **Printing**
 - 10' x 3' Board ~\$200
 - 20' x 15' Banner ~\$1,000

Note: These rates are after a 50% reduction at Little Rock Printing by way of Genesis Centre's preferred vendor status.



10' X 3' BOARD EXAMPLE

ADD-ON VALUE FOR STATIC ADVERTISERS

ALL ADVERTISERS RECEIVE ENHANCED VALUE AT NO ADDITIONAL COST:

- ✓ Advertiser Shout-Out in 1x Genesis Centre E-Newsletter (2K+ reach)
- ✓ Optional social media feature (1x/year on Instagram or Facebook)
- ✓ Priority access to new advertising inventory and pilot programs



24" X 36" LOCKER ROOM POSTER EXAMPLE

10' X 3' ARTIFICIAL TURF FENCE VINYL ADVERTISING CAPTURE OUTDOOR ATTENTION ALL SEASON LONG.

These 10' x 3' outdoor vinyl banners with grommets are mounted to the perimeter fence of our artificial turf field — a popular site for spring, summer, and fall sports. With consistent use by soccer clubs, community leagues, and tournament events, this space delivers valuable brand exposure at a lower cost point while still targeting active families and athletes.

Ideal for: Seasonal promotions, sports-related businesses, and cost-conscious advertisers.

| 10' X 3' AD | ANNUAL RATE/1 YEAR* | ANNUAL RATE/3 YEARS* |
|--------------------------|---------------------|----------------------|
| Single Banner (10' x 3') | \$900 | \$700/year |

*Rates above do not include production/printing or installation of the ad.

24" X 36" POSTER ADVERTISING LOCKER ROOM OR HALLWAYS

Reaching athletes, senior high school students and coaches. Artwork, printing and installation is included in the cost of the poster rental. Change of artwork in the first year is \$20 per poster for reprinting.

| POSTER OPTION | ANNUAL RATE |
|---------------|-------------|
| 1 Poster | \$500 |
| 2-4 Posters | \$450/each |

Note: Genesis Centre has other variable static ads available, including window advertising, 24" x 36" prints, and standing pop-up banners. For more information, please email **Jonah Ardiel** at jardiel@genesis-centre.ca.



175,000+
Sport Participants

Digital Advertising

INTERIOR ADVERTISING

Across eight high-impact areas inside the building, advertisers can expose guests and spectators to their brand on a 55” ultra high-definition 4K television screen.

No design work necessary – all you need to do is provide the direction (text, imagery, and any design preferences you require) and we’ll place your ad.

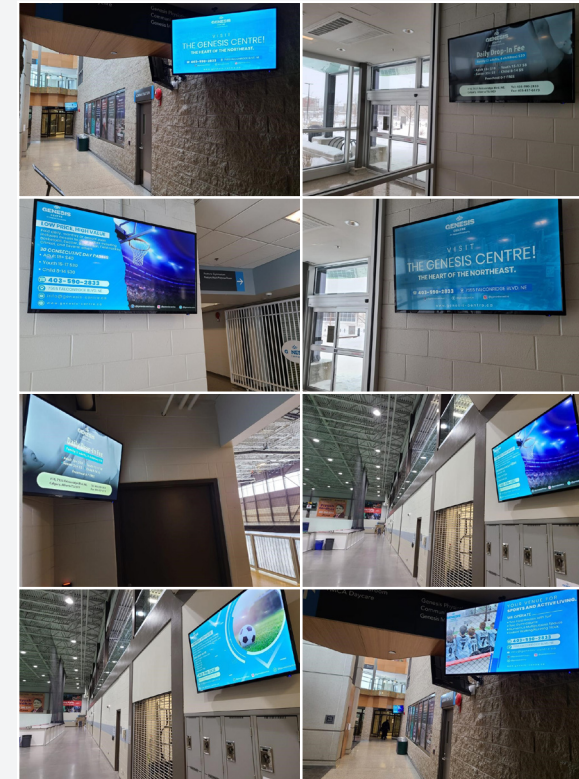
Ads are billed either on a monthly or annual rate and occupy 10 seconds of time out of a 2-minute loop, which is repeated throughout the month (i.e., 30 impressions/person per hour).

| BANNER OPTION | MONTHLY RATE |
|---------------------|--------------|
| Single Screen | \$125 |
| Four-screen Package | \$400 |

LOCATIONS

- Downstairs lobby (seated area) x4 (horizontal display)
- Interior field house level 1 upon entrance to the facility x1 (horizontal display)
- Interior field house level 1 upon entrance to the Feature Gym x1 (vertical display)
- Feature Gym entrance x1 (horizontal display)
- Feature Gym mezzanine (upon facility entrance) x1 (horizontal display)

60,000+
Pass Holder/
Drop-in Visits



DIGITAL SCREEN EXAMPLES



DIGITAL COMMUNITY CONTENT

The Lotus Link is a community-oriented blog accessible via Genesis Centre’s main website. Lotus Link accepts editorial-style articles featuring relevant community content. Articles should be ~500 words in length and include high-res images.

THE LOTUS LINK IS FREE!

Dial up your content marketing strategy by leveraging this channel. We will only charge advertisers if we incur advertising expenses for feature stories (i.e., if we boost a story via digital advertisement then we will forward this charge to the advertiser). The Lotus Link is accessible at www.genesis-centre.ca/lotus-link/.

E-NEWSLETTER BANNER ADVERTISING GET INTO INBOXES, STAY TOP OF MIND.

Reach a highly engaged community through our monthly e-newsletter, sent to over 1,500 subscribers, including facility users, program participants, and local residents. Banner ads appear at the bottom of each issue, ideal for quick promotions, awareness campaigns, or supporting ongoing physical ads within the Genesis Centre.

Ideal for: Local services, special promotions, event sponsors, or seasonal campaigns.

| E-NEWSLETTER BANNER OPTION | RATE |
|----------------------------|---------|
| Single Issue (1 Month) | \$125 |
| 3-Issue Bundle (Quarterly) | \$325 |
| 12-Issue Bundle (Annual) | \$1,200 |



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FOR MORE INFORMATION OR TO BOOK YOUR MEDIA SPACE CONTACT:

JONAH ARDIEL

(403) 930-6180

jardiel@genesis-centre.ca

#10, 7555 Falconridge Blvd. NE, Calgary, Alberta T3J 0C9

genesis-centre.ca