



NAMING RIGHTS OPPORTUNITY INDOOR SOCCER PITCH

11319 105 Street

**Operated by the Swan City
Football Club**

Score the ultimate goal in brand visibility by putting your name on this beloved indoor soccer facility. This isn't just a pitch—it's where dreams are passed, goals are set and community pride takes center field.

Located in the heart of Grande Prairie, this high-traffic indoor facility plays host to youth, adult and competitive leagues 3 seasons of the year as well as major tournaments that draw fans and families from across the region. With every match, your brand becomes part of the action.

Align your name with the passion, energy and teamwork that define one of the most accessible sports as the naming rights partner for the Indoor Soccer Pitch.



295,079 Trade Area Population



70,385 Population



2.8% Population Growth Rate



35.3 Median Age



\$120,000 Median Household
Income (2021)



\$5.1 Billion Total Trade Area
Retail Spending



\$374 Million Retail Sales Inflow
from Outside of Grande Prairie



sponsorship@cityofgp.com
cityofgp.com/namingrights

CITY OF
GRANDE
prairie

Audience & Usage

Estimated total number of Swan City Soccer Club visitors per year (September – April): 53,800

SCFC Grassroots Program

- 480 players per season, fall and winter seasons
- Total traffic (October – March): 32,480

SCFC Competitive Program

- 22 teams (286 players)
- 10 teams practice at the indoor soccer pitch facility
- Total traffic (22 weeks): 5,720

SCFC Adult League

- 300 players (one game per week)
- Total traffic (20 weeks, October – March): 6,000

Cricket League

- 120 players (teams of 15 players play every week)
- Total traffic (20 weeks, November – April): 1,200

School and Academy Bookings (Morning Bookings)

- Approximately 60 players/students weekdays (28 weeks, September – April)
- Total traffic per year: 8,400

Tournaments

- **Mini World Cup:** 40+ teams. Estimated 1,600 visitors for the weekend. Including spectators and teams visiting multiple times over the weekend.
- **Red Eye Adult Tournament:** 10+ teams. Estimated 1,200 visitors for the weekend. Including spectators and teams visiting multiple times over the weekend.

Facility Information



Operated by the Swan City Football Club (SCFC)



Regulation indoor boarded turf field

24 metre x 56 metre.



Seating capacity for 300 spectators



Hosts practices or games for other sports

Includes cricket, lacrosse and football.



Building Features

Four change rooms with showers
Men's and women's bathrooms.



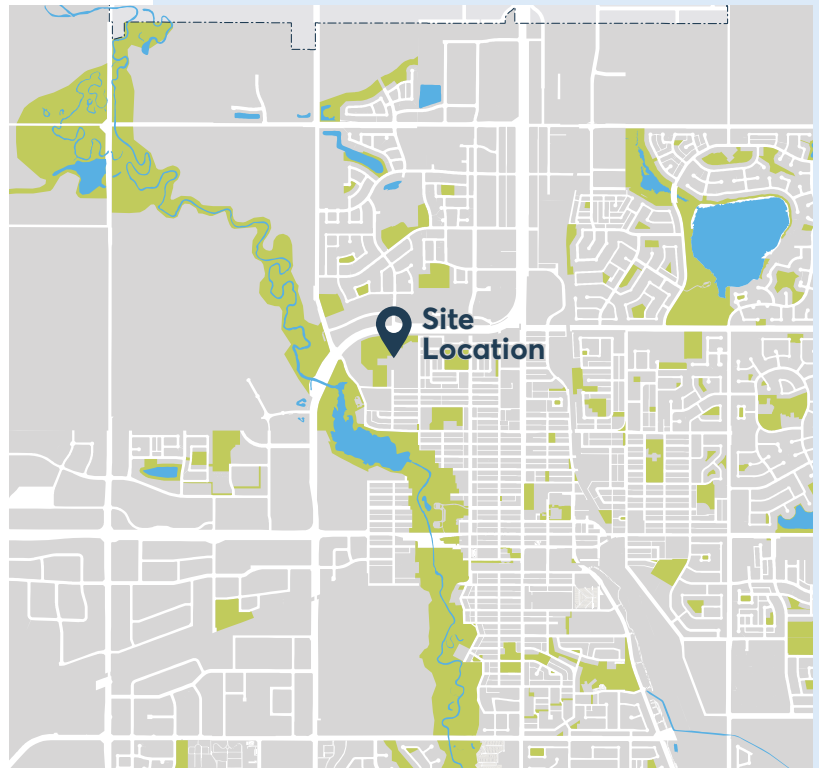
Brand Visibility

The Indoor Soccer Pitch is located at 11319 105 Street, Grande Prairie, Alberta.

The indoor facility offers year-round activities and can accommodate a variety of sports, including soccer, cricket, lacrosse and football.

The pitch can be rented through the Swan City Football Club for birthday parties, sporting events, community events and other functions.

Directly to the west of the Indoor Soccer Pitch is Legion Field, Grande Prairie's premier track and field space used for all major track and field events.



Exposure & Recognition

As the naming rights partner of the Indoor Soccer Pitch, you gain prominent exposure and recognition through the following high-visibility branding options:

- Logo incorporated into exterior facility signage on all sides of the building.
- Branding and advertising opportunities on the interior of the building.
- Name included in Soccer Pitch marketing materials (webpage, social media content, radio, Swan City Soccer Club schedules, event and program promotions, etc.).
- Facility Listings (Google, TripAdvisor).

Recommended Investment

\$15,000 annual commitment with a minimum three-year term.

Explore Naming Rights

All naming rights opportunities are customizable and open to exploration without obligation.

If the Indoor Soccer Pitch sounds like the game-winning shot for your business, contact a Sales and Sponsorship Strategist to schedule a discovery session today.

Email: sponsorship@cityofgfp.com

Phone: 3-1-1 or 780-538-0300



Exterior Building Sign – Front Entry



Exterior Building Sign – Side (Facing Highway 43)



Interior Building Sign – Front Entry