

JULY 2026



BLOOD TRIBE TWIN RINKS



BLOOD TRIBE TWIN RINKS ADVERTISING & SPONSORSHIP



EARLY BIRD PRICING

SECURE PRICING BY SEPTEMBER 30 2026

TWINRINKS.CA



ABOUT THE TWIN RINKS

Located in Standoff, Alberta, on Kainai Nation, the Blood Tribe Twin Rinks is a new, state-of-the-art facility designed to serve both the local community and the broader southern Alberta region.

The facility features **two NHL regulation ice surfaces**, offering flexibility for year-round programming. One rink will operate year-round, while the second will support a 9-month ice season, allowing for expanded scheduling, tournaments, and multi-use opportunities.

A Premier Recreation Destination in Southern Alberta

The Twin Rinks are built to host a wide range of activities, including minor hockey, adult leagues, tournaments, camps, and community events.

Key features include:

- **8 fully equipped dressing rooms** to support multiple teams and events simultaneously
- A **concession and dining area** designed to accommodate players, families, and spectators
- Seating for **735 in the main rink and 200 in the secondary rink**, including accessible seating for Elders and wheelchair users
- **Two gathering spaces** that can support community meetings, and programming
- A **gym for dryland training**, enhancing the facility's appeal for teams and athlete development

Strategically located, the facility is well-positioned to draw from across the region:

- Cardston & Fort Macleod – approximately 20 minutes
- Raymond & Magrath – approximately 30 minutes
- Lethbridge – approximately 40 minutes
- Claresholm & Pincher Creek – approximately 45 minutes

This central location, combined with limited competing ice capacity in the region, creates strong potential for consistent bookings, tournament hosting, and regional traffic.

The Blood Tribe Twin Rinks is more than a local arena; it is a regional destination for sport, community, and connection, offering partners and users access to a growing and engaged audience throughout the year.

A Place for Community, Sport, and Connection



BLOOD TRIBE TWIN RINKS

WHY PARTNER WITH US

Support youth development and access to sport

Invest in community wellness and gathering spaces

Align with an Indigenous-led, community-driven initiative

Gain year-round visibility across a regional audience



MORE THAN SPONSORSHIP - A COMMUNITY INVESTMENT

Partnering with the Blood Tribe Twin Rinks is an opportunity to be part of something lasting. This facility is more than a place to play — it is a space for connection, growth, and community. Sponsors play a meaningful role in supporting youth, strengthening community, and contributing to a shared vision for the future.



AUDIENCE & REACH



50,000+ visits annually, year-round visibility

Repeat audiences that drive real brand recognition

A regional hub for sport, families, and community

The Blood Tribe Twin Rinks is expected to welcome approximately **50,000 visits annually**, creating strong, consistent visibility for partners throughout the year.

This audience reflects a diverse mix of users and visitors, including:

- **Youth and families** participating in minor hockey, skating, and community programming
- **Adult recreation leagues** and local teams using the facility on a regular basis
- **Regional teams and visitors** attending tournaments, camps, and special events
- **Coaches, volunteers, and spectators**, many of whom are repeat visitors throughout the season

What makes this audience particularly valuable is not just the volume, but the frequency of visits. Many users attend multiple times per week, creating repeated exposure and strong brand recognition over time.

The facility also serves as a regional hub, drawing participants and visitors from surrounding communities including Cardston, Lethbridge, Fort Macleod, and beyond.

Tournament play and special events will further expand this reach, bringing new audiences into the space on an ongoing basis.



BLOOD TRIBE TWIN RINKS

LAUNCH PARTNER ADVANTAGE

Lock in
pricing
before Sept
2026

**Introductory Pricing and Incentives for
Early Partners.**

10 % off until September 30.

Founding
Partner Rates
locked in for
the full term of
your
agreement

Additional 5% off
for Blood Tribe
Nation member-
owned
businesses

Priority access
to high-visibility
placements +
volume
discounts on
boards

**Get in Early.
Grow with Us.**

*Founding Partner Rates
apply during initial launch
and are subject to
availability. Maximum
combined discount is 15%*

Founding Partner Rates are introductory prices offered during the launch phase of the Blood Tribe Twin Rinks. These rates apply across key accessible sponsorship opportunities, including rink boards, wall signage, and community partnership tiers, and are secured for the full term of any multi-year agreement.

Early partners benefit from preferred pricing, priority placement, and built-in incentives, including a 10% preferred rate for Kainai Nation member-owned businesses and volume-based discounts on rink boards (up to 15% combined on eligible assets). As facility usage, regional draw, and demand increase over time, pricing will be reviewed, positioning early partners to benefit from long-term value and visibility.



ENTRY-LEVEL SPONSORSHIP



RINK BOARDS 8'x3'

High-visibility placement seen by players, families, and spectators throughout the season. A consistent, affordable way to build brand recognition.

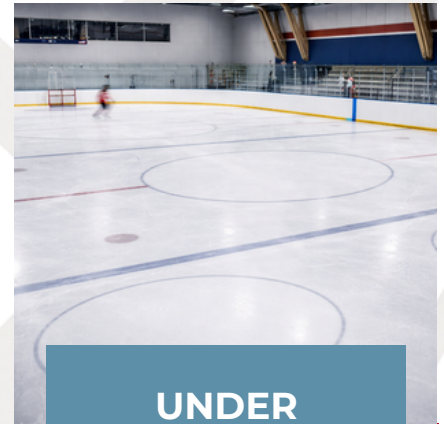
- Rink A: \$700 annually
- Rink B: \$650 annually
- 10% discount for 2+ boards



WALL SIGNAGE 4'x8'

Prominent placement in high-traffic areas. Ideal for businesses looking for strong, visible presence.

- Standard Wall Panel (rink, hallways, common areas): \$750 annually
- Premium Lobby Feature: \$1,250 annually



UNDER ICE LOGOS

High-impact placement directly on the ice surface, visible during games, practices, and events. A unique way to stand out and connect with players and spectators.

- Neutral Zone: \$400 annually
- Blue Line: \$300 annually

Pricing & Terms

Entry-level sponsorship opportunities are based on a minimum 2-year commitment. A 10% preferred rate is available for Blood Tribe Nation member-owned businesses, with combined discounts on eligible assets up to 15%. Artwork and production fees are separate. Launch pricing is available until September 2026 — secure early to lock in rates.



BLOOD TRIBE TWIN RINKS

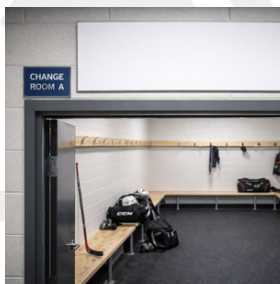
MID-LEVEL SPONSORSHIP



ZAMBONI SPONSORSHIP

High-visibility placement during every resurfacing cycle, seen by all players and spectators. A dynamic and memorable branding opportunity.

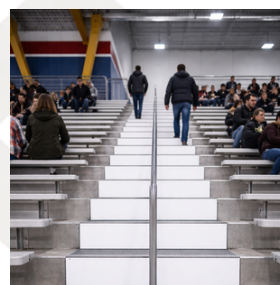
- Full Wrap: \$3,000 annually
- Half Wrap: \$1,750 annually



ROOM NAMING

Direct visibility to players, teams, and visitors throughout the season. A strong way to align your brand with youth, sport, and community spaces.

- \$1,500 annually
- Includes 8 change rooms and 2 gathering spaces



STAIR GRAPHICS

Prominent placement in high-traffic areas throughout the facility.

- Lobby Stairs \$2,500 annually
- Rink A Stairs: \$1,500 annually (*3 banks, 24 stairs, 2 available*)



SCOREBOARD SPONSORSHIP

Central placement with consistent visibility during games and events.

- Rink A: \$1,000 annually
- Rink B: \$750 annually

Pricing & Terms

Mid-level sponsorship opportunities are based on a minimum 3-year commitment. A 10% preferred rate is available for Blood Tribe Nation member-owned businesses, with combined discounts on eligible assets up to 15%. Artwork and production fees are separate. Launch pricing is available until September 2026 — secure early to lock in rates.



BLOOD TRIBE TWIN RINKS

COMMUNITY PARTNERSHIP OPPORTUNITIES

Supporting Community Programs and Access

Community Partnerships allow local businesses to support youth sport, community events, and public access to the Twin Rinks.

These contributions help fund public skate times, tournaments, and programming, keeping the facility accessible.

Recognition is focused on digital, event, and community visibility rather than in-arena signage.

An opportunity to align your business with community impact and local connection.

GOLD PARTNER

\$3,000 annually
Lead recognition across community initiatives and events

SILVER PARTNER

\$1,500 annually
Prominent recognition across digital and event materials

BRONZE PARTNER

\$750 annually
Recognition through select communications and events

Recognition & Engagement

Community Partners receive recognition through:

- Website and digital platforms
- Social media and promotions
- Event signage and materials
- Acknowledgement at community events

Partnerships can also be aligned with specific initiatives such as public skate programs, youth events, and community gatherings.



PREMIER PARTNERSHIP OPPORTUNITIES

A Long-Term Naming Partnership

These are foundational naming partnerships that shape the identity and future of the Blood Tribe Twin Rinks.

Opportunities include facility naming and two rink naming partnerships, each offering prominent, long-term recognition within a space that serves The Blood Tribe and the broader region.

These partnerships are relationship-based and developed through direct conversation, ensuring alignment with each partner's goals, values, and desired level of community impact.

We are seeking partners who value community impact, long-term presence, and relationships grounded in shared purpose.



Facility & Rink Naming

Facility and rink naming partnerships are developed through direct, relationship-based conversations to ensure alignment with each partner's vision and values.

Opportunities include naming rights for the overall facility and two ice surfaces, offering prominent visibility and long-term recognition.

We are seeking partners interested not only in visibility, but in contributing to a space that will serve generations to come.





BLOOD TRIBE TWIN RINKS

LET'S BUILD SOMETHING TOGETHER

The Blood Tribe Twin Rinks is more than a facility — it is a space for community, connection, and opportunity.

We are currently securing partners who want to be part of this vision and contribute to a lasting impact for The Blood Tribe and the broader region.

We welcome the opportunity to connect and explore how your organization can be part of this initiative.



Phone

403.973.0108



Email

info@twinrinks.ca



Website

twinrinks.ca



BLOOD TRIBE TWIN RINKS ADVERTISING AGREEMENT



DATE		NATION OWNED BUSINESS?	___ YES ___ NO	COMPANY	
CONTACT		ADDRESS		CITY	
PROVINCE		PC		EMAIL	
				PHONE	

QTY	ASSET	DETAILS	EARLY BIRD RATE (10% OFF POSTED RATE) Mark X beside selected asset	COST (RATE X YEAR COMMITMENT + PRODUCTION FEE)	TERM START DATE	TERM LENGTH
	RINK BOARD	Min. 2 year commitment. Production fee \$300	___ RINK A; \$630/year ___ RINK B; \$585/year			2 YEARS
	WALL SIGNAGE	Min. 2 year commitment. Production fee \$300	___ STANDARD: \$675/year ___ PREMIUM: \$1125/year			2 YEARS
	ZAMBONI	Min. 3 year commitment. Please reach out to discuss production fees.	___ HALF: \$1575/year ___ FULL: \$2700/year			3 YEARS
	ROOM NAMING	Min. 3 year commitment. Production fee \$300	ROOM: \$1350/year			3 YEARS
	STAIR GRAPHICS	Min. 3 year commitment. Please reach out to discuss production fees.	___ LOBBY: \$2250/year ___ RINK A: \$1350/year			3 YEARS
	SCOREBOARD	Min. 3 year commitment. Production fee \$500.	___ RINK A: \$900/year ___ RINK B: \$675/year			3 YEARS
	COMMUNITY PARTNER	1 year term. Please reach out to discuss recognition. Discount does not apply.	___ GOLD: \$3000 ___ SILVER \$1500 ___ BRONZE \$750			1 YEAR
RETURN COMPLETED ORDER FORM & SIGNED AGREEMENT TO INFO@TWINRINKS.CA. INVOICE & ART INSTRUCTIONS WILL BE SENT TO YOU.			TOTAL COST FOR TERM *RATE X YEAR COMMITMENT + PRODUCTION FEE			

Office Use Only

VERIFIED NATION MEMBER BUSINESS ___ YES ___ NO (If yes, deduct additional 5%)

CONFIRMED AMOUNT TO BE INVOICED _____



ADVERTISING AGREEMENT TERMS

1. This Agreement is between the Blood Tribe, operating as Blood Tribe Twin Rinks ("Blood Tribe Twin Rinks"), and the advertiser identified on Page 1 (the "Sponsor"). Page 1 (the "Order Form") and these Terms together form the advertising agreement (the "Agreement"). Blood Tribe Twin Rinks will provide the advertising asset(s) identified in the Order Form in consideration for the applicable fees.
2. Blood Tribe Twin Rinks may refuse, remove or require changes to advertising that is unsuitable, inappropriate, poor quality, inconsistent with Blood Tribe values, non-compliant with specifications or this Agreement, creates a legal or safety concern, or may harm the reputation of Blood Tribe Twin Rinks or the Blood Tribe. Approval does not constitute endorsement of the Sponsor or its products, services, views or activities.
3. Blood Tribe Twin Rinks will make reasonable efforts to accommodate preferred advertising locations but does not guarantee placement, orientation or visibility unless stated in the Order Form. Final placement is at the discretion of Blood Tribe Twin Rinks.
4. Blood Tribe Twin Rinks will coordinate installation and removal unless otherwise stated. Specialized advertising may require an approved installer at the Sponsor's expense. Unless included in the Order Form, the Sponsor is responsible for design, production, delivery, installation and replacement costs and must not install, alter, relocate or remove advertising without prior written approval.
5. Final artwork and ready-to-install materials must be submitted at least fifteen (15) business days before the advertising start date. Delays caused by late, incomplete, incorrect or non-compliant materials will not extend the term or result in a refund or credit. Blood Tribe Twin Rinks may remove damaged, unsafe, outdated or deteriorated advertising and require replacement at the Sponsor's expense. Materials not collected within thirty (30) days of removal may be disposed of without liability.
6. Advertising may be temporarily covered, relocated, restricted or removed for tournaments, broadcasts, special events, cultural or ceremonial activities, maintenance, renovations, safety, operational requirements, facility closures or other reasonable facility needs without refund, credit or extension.
7. The Sponsor may not use the names, logos, crests, trademarks, images or other intellectual property of the Blood Tribe or Blood Tribe Twin Rinks, the facility, or any named room or area without prior written consent, or represent or imply any endorsement, sponsorship, approval or affiliation unless expressly authorized in writing.
8. The Sponsor confirms that it owns or has permission to use all submitted materials. Advertising must comply with applicable laws, not infringe third-party rights and not contain false, misleading, defamatory or unlawful content. The Sponsor grants Blood Tribe Twin Rinks a limited, royalty-free, non-exclusive, non-transferable and non-sublicensable licence during the Agreement to reproduce, display and distribute submitted materials for its purposes. The Sponsor is responsible for all required rights, permissions, releases, approvals, attribution and related fees.
9. Unless stated in the Order Form, advertising is non-exclusive and Blood Tribe Twin Rinks may enter into agreements with other organizations, including competitors. Blood Tribe Twin Rinks does not guarantee attendance, impressions, exposure, sales, revenue or other commercial results.
10. The advertising asset, location, requested start date, term, fees, taxes and applicable production or installation costs are set out in the Order Form. The Sponsor commits to the full term, including any minimum term. The Agreement does not automatically renew. Renewal is subject to availability, approval and the rates and terms then in effect.
11. The Sponsor will be invoiced for the full advertising term. Unless otherwise approved in writing, payment is due within thirty (30) days of the invoice date and must be received before advertising is installed, activated or displayed. Payments must be in Canadian dollars, plus applicable taxes, without set-off or deduction. Blood Tribe Twin Rinks may delay, suspend, cover or remove advertising for non-payment until all outstanding amounts are paid, without relieving the Sponsor of its payment obligations or entitling it to a refund, credit or extension.
12. The Sponsor's commitment is non-cancellable and non-refundable once accepted by Blood Tribe Twin Rinks unless otherwise agreed in writing. The Sponsor remains responsible for the full amount payable if it fails to provide materials, does not use the advertising asset or requests early removal.
13. Blood Tribe Twin Rinks may suspend, cover, remove or terminate advertising if the Sponsor breaches this Agreement, creates a legal, safety or operational concern, may harm the reputation of Blood Tribe Twin Rinks or the Blood Tribe, or engages in conduct inconsistent with Blood Tribe values or the interests of the facility. Where reasonably possible, written notice and an opportunity to correct the issue will be provided, but Blood Tribe Twin Rinks may act immediately where necessary. Such action does not waive amounts owing or entitle the Sponsor to a refund, credit or extension.
14. The Sponsor will indemnify and hold harmless Blood Tribe Twin Rinks, the Blood Tribe and their respective employees, representatives, officials, agents and contractors from claims, damages, liabilities, losses, costs or expenses arising from the Sponsor's advertising content, infringement of third-party rights, breach of this Agreement, or negligent, unlawful or wilful acts or omissions. To the extent permitted by law, Blood Tribe Twin Rinks and the Blood Tribe will not be liable for indirect, incidental, special or consequential losses, and their total liability will not exceed the fees paid for the affected advertising asset.
15. The Sponsor may not assign, transfer, delegate or subcontract its rights or obligations without prior written consent. This Agreement is the entire agreement concerning the advertising assets in the Order Form. Changes or alternative arrangements must be in writing and approved by both parties.

ACCEPTANCE OF AGREEMENT

By signing below, the Sponsor confirms that it has read, understood and agrees to the Order Form and these Terms, and that the person signing is authorized to bind the organization represented. The Order Form is an offer to purchase advertising and becomes effective only when accepted by Blood Tribe Twin Rinks by written confirmation or issuance of an invoice referencing the Order Form, whichever occurs first. No obligations arise until acceptance.

SIGNATURE (ADVERTISER)	PRINT NAME	DATE
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