

JULY 2026



BLOOD TRIBE TWIN RINKS



BLOOD TRIBE TWIN RINKS ADVERTISING & SPONSORSHIP



EARLY BIRD PRICING

SECURE PRICING BY SEPTEMBER 2026

TWINRINKS.CA

BLOOD TRIBE TWIN RINKS

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 August 31**

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

**10% preferred
rate for Kainai
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.



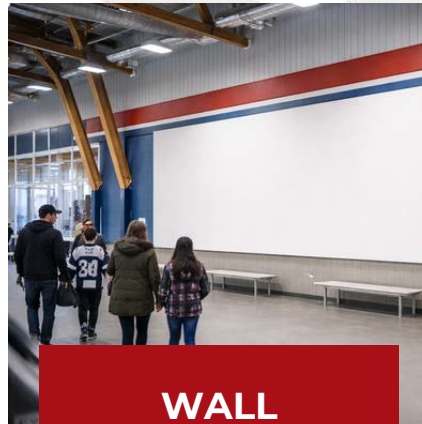
ENTRY-LEVEL SPONSORSHIP



RINK BOARDS 8'x3'

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

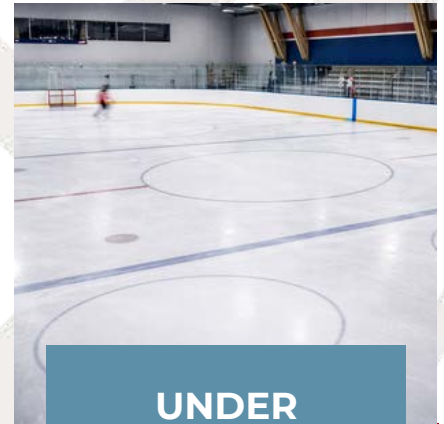
- Rink A: \$700 annually
- Rink B: \$650 annually
- 10% discount for 2+ boards



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

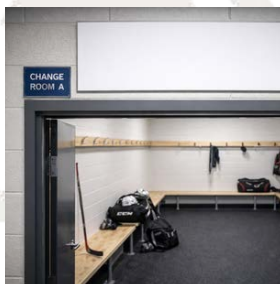
MID-LEVEL SPONSORSHIP



ZAMBONI SPONSORSHIP

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

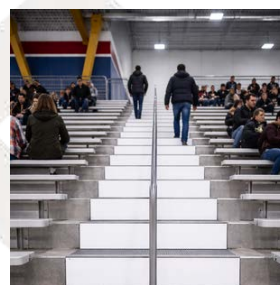
- Full Wrap: \$3,000 annually
- Half Wrap: \$1,500 annually



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.

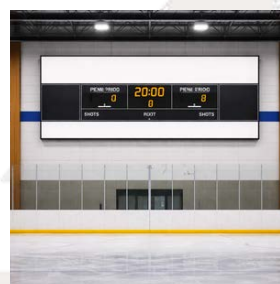
- \$1,500 annually
- Includes 8 change rooms and 2 gathering spaces



STAIR GRAPHICS

Prominent placement in high-traffic areas throughout the facility.

- Lobby Stairs \$1,500 annually
- Rink A Stairs: \$1,250 annually
- Rink B Stairs: \$1,000 annually



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.



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