



COMMUNITY IMPACT PROGRAM

Promote your business and support the
WinSport Mission Development Fund



Put your business in front of WinSport's..

- 1.2 million Annual visitors
- 50,000+ Arena Users
- 1.5 million Ski runs per season
- Only 38 program packages available

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COMMUNITY IMPACT PROGRAM PUTS YOUR MONEY TO WORK

Proceeds from WinSport's rink board and ski lift tower advertising packages, purchased through the Community Impact Program, directly support the WinSport Mission Development Fund.

The WinSport Mission Development Fund

Purchasing a Rink Board/Ski Lift Tower Package ensures children and adults of all ages have year-round access to sport and development opportunities through several programs including:



Adaptive Program

Launched in 2019, the 10-week Adaptive Program encourages people of all ages to try a variety of wheelchair sports for free. Each week, participants are introduced to a different wheelchair sport by an expert coach from local and provincial sport organizations. Currently, there is no other program like this in Calgary. With your help, we can purchase additional equipment to expand the program year-round and keep it free for participants.



Newcomers Program

In 2017, in partnership with the Centre for Newcomers and the Calgary Immigrant Women's Association (CIWA), WinSport launched a free program that brings people who are new to Canada to WinSport to experience mountain and ice sports, including skiing, snowboarding and skating. In 2021, we expanded and offered the first Summer Family Fun Day to complement the winter activities. We have also worked with our partners to create a winter clothing drive to support the newcomers' visits. Since the program's inception, more than 425 individuals have participated. With your help we can continue to support Newcomers.



Girls-Only Programs


WinSport offers several camps and programs designed to address the fact that by the age of 14, girls are dropping out of sports at six times the rate of boys. We have been successful in creating an environment where girls can pursue their athletic objectives, develop confidence, and feel empowered to succeed in sport and life. Programs include mountain biking, hockey camps, skiing and snowboarding. With your support, we can expand our research and enhance our programs to grow the program and keep girls in sport.

Bring new customers to your business. When you are a sponsor, you are a WinSport Community Impact Partner. Your ad can be seen by over 1.2 million park visitors and 50,000 arena users annually. You can offer an incentive to WinSport's over 8800 season passholders, 1500 employees and 325 volunteers.

Together we can make an impact in and on our community

AVAILABLE PACKAGES

All proceeds go towards the WinSport Development Fund.

LEVEL	ZONE	# OF ASSETS	BENEFITS
\$4,000		2 Rinkboard (Arena C, D)	Includes <ol style="list-style-type: none"> 1. One (1) Year Brand Exposure 2. Production Fee & Install* 3. \$200 WinSport Credit** 4. Access to WinSport Guests
\$6,500		4 Rinkboards (Arena A, B, C, D)	Includes <ol style="list-style-type: none"> 1. One (1) Year Brand Exposure 2. Production Fee & Install* 3. \$300 WinSport Credit** 4. Access to WinSport Guests
\$8,500		6 5 Rinkboard (Arena A, B, C, D) 1 Ski Tower	Includes <ol style="list-style-type: none"> 1. One (1) Year Brand Exposure 2. Production Fee & Install* 3. \$400 WinSport Credit** 4. Access to WinSport Guests
\$10,000		8 6 Rinkboards (Arena A, B, C, D) 2 Ski Towers	Includes <ol style="list-style-type: none"> 1. One (1) Year Brand Exposure 2. Production Fee & Install* 3. \$500 WinSport Credit** 4. Access to WinSport Guests