



# TOWN OF MORINVILLE MEDIA KIT

Advertising, Partnerships,  
Sponsorships



Morinville



**ADVERTISING AND SPONSORSHIP OPPORTUNITIES**

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**Morinville**

# LET'S GROW TOGETHER

Morinville's population is growing and you can too! Our bustling community is home to many young, busy families and seniors who actively participate in a variety of recreation, arts and cultural activities. With the addition of the Morinville Leisure Centre to our landscape, a state-of-the-art facility that includes an NHL-size arena, fitness centre, children's play space and more, there are plenty of great opportunities for advertising close to home.

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**Reach an impressive audience from Morinville,  
Sturgeon County, St. Albert, and beyond by promoting your  
business in Town of Morinville facilities and publications.**

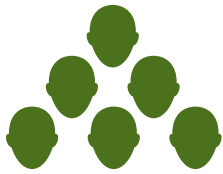
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As a business owner, you understand the value of investing in the community you serve. By investing here, you support facilities, reduce user fees, expand programs and services and contribute to the spirit of our vibrant, growing community.

These unique opportunities can also provide brand awareness, drive sales, establish a competitive edge, build relationships, gain media exposure and strengthen your organization. Morinville's advertising and partnership packages have been developed to assist you in meeting your business goals.



# ABOUT OUR AUDIENCE



Population as of 2022:

**10,498**



Median Household  
Income:

**\$110,886**



Median Age:

**36.4**



Financially stable  
homeowners  
with higher-than-average  
household income



47% have  
post-secondary  
education or  
apprenticeship training

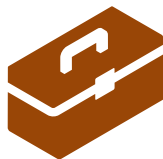


**600+million**  
annual retail  
expenditure



**70+million**  
retail/commercial  
market capture

## Largest Employment Categories



Trades & Transport:

**26%**



Sales & Service:

**20%**



Business & Finance:

**17%**



Morinville Leisure Centre

# MORINVILLE LEISURE CENTRE

25126 SH642, Sturgeon County



Located on Secondary Highway 642, the Morinville Leisure Centre is equipped with an NHL-size arena, a multi-purpose field house that boasts three full sized basketball courts, a fitness centre, running track, children’s play space and more. Each year, the facility welcomes tens of thousands of eager visitors, facility users and spectators. Home to minor league and recreational youth hockey, tournaments, cheerleading competitions, and dozens of other busy events, the facility is a community hub and regional attraction, providing a gathering place for friends and family, including proud parents and grandparents.

**Most hockey arena spectators visit two or more times per week, for an average of 60 minutes per visit. Together, the long exposure time and frequency repetition can boost your brand’s awareness!**





Rink Boards



Custom Opportunities

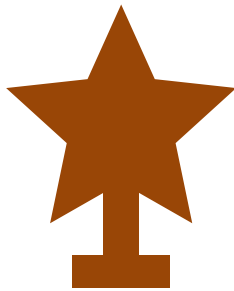
## Morinville Leisure Centre Advertising

	1 Year	2 Years	3 Years
<b>Landrex Arena Rink Board</b> 94" by 32"	<b>\$1000</b>	<b>\$1750</b> <i>Save \$250 on 2-year agreement</i>	<b>\$2500</b> <i>Save \$500 on 3-year agreement</i>
<b>Landrex Arena Rink Board &amp; Outdoor Multi-sport Facility Rink Board</b>	<b>\$1500</b> <i>Save \$100 by bundling</i>	<b>\$2500</b> <i>Save \$250 by bundling on 2-year agreement</i>	<b>\$3350</b> <i>Save \$350 by bundling on 3-year agreement</i>
<b>Naming Rights for Dressing Room/Official's Room</b>	<b>\$500</b>	<b>\$750</b>	<b>\$1000</b>
<b>Zamboni Wrap</b> Full wrap, includes front and top	_____	_____	<b>\$6000</b>
<b>MLC Concession Tables</b> 5" by 5" vinyl decals (two sets of three tables available)	<b>\$1200</b>	_____	_____

Prices listed do not include production, design, or GST.

## High Impact Bundles

Combine the strong exposure and brand awareness of a rink board with the flexibility and power of a digital campaign to support your marketing goals.



### All-Star

**\$1750**

*Retail value \$2000*

Landrex Arena rink board  
**PLUS**  
one ten-second digital video ad  
in MLC for 12 months.  
*Save \$250 by bundling*

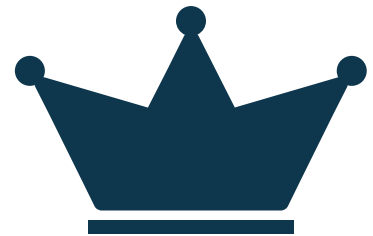


### MVP

**\$1450**

*Retail value \$1600*

Landrex Arena rink board  
**PLUS**  
one ten-second digital video ad  
in MLC for 6 months.  
*Save \$150 by bundling*



### Hat Trick

**\$1200**

*Retail value \$1300*

Landrex Arena rink board  
**PLUS**  
one ten-second digital video ad  
in MLC for 3 months.  
*Save \$100 by bundling*

# DIGITAL VIDEO DISPLAY ADS

Our LCD displays provide a cost-effective way to advertise a wide range of products and services. They are attention-grabbing, highly visible, and easy to customize.



## Location

Screens are located in the following Town facilities:

**Morinville Leisure Centre**  
Level 1 & 2

**Morinville Community Cultural Centre**  
Foyer and meeting room entrance

**Town Hall**

Entrance outside of library and reception area

**Book your space for the entire year to save money and build a strong marketing campaign.**

Indoor Digital LCD Display Advertising		
	Per Month	Per Year
<b>Digital LCD Screens (Indoor)</b> 10 second spot with 18 ads running consecutively. One spot every three minutes.	\$100 <i>Equivalent to \$25/week</i>	\$1000 <i>Equivalent to \$19.23/week</i>
<i>One spot every three minutes with a minimum of 480 plays per day</i>		

The prices listed above do not include production, design, or GST. Prices are subject to change, depending on facility attendance or custom packages.

## i Indoor Digital Ad Requirements

### Sizing:

- 10" wide x 5.63" tall, 150dpi
- Minimum type size: 20 pt.
- Copy must be pulled in .25" from border

### Acceptable file formats:

- JPG, PNG, MP4 file

Digital advertising is available in limited quantities on a first come, first serve basis. Ads may be updated monthly. New content should be submitted by the **third Tuesday of each month** to be updated by the 1st of the following month.