



STRATHCONA COUNTY

2026

Alberta Summer Games

SPONSORSHIP AND ADVERTISING OPPORTUNITIES



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Contact:

sponsorship.rpc@strathcona.ca

Disclaimer:

Sponsorship and advertisement opportunities may be subject to exclusivity arrangements already in place with existing agreements through Strathcona County Recreation, Parks and Culture.

All sponsorship and advertising messaging should be suitable for display in public spaces, confirm to any necessary advertising standards, and be pre-approved by designated representatives of the Games Society and Strathcona County.

ABOUT THE GAMES

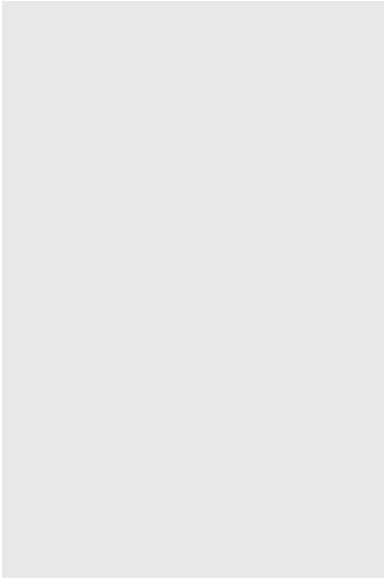


John Dance
Games Chair

We are incredibly proud to be hosting the 2026 Alberta Summer Games in Strathcona County. This event will bring together over 2,000 athletes, officials, volunteers, spectators, government officials, business partners and more across Alberta in a celebration of sport and athletic competition.

In hosting these games, Strathcona County will also look to inspire a new generation of athletes and ambassadors in fostering leadership and inclusion in sport. Sport can have a major impact on social change, and these games can be a catalyst for social good and positive youth development in sport.

An event of this scale has numerous economic benefits for the community, and local businesses. We look forward to working with the many business partners and organizations that play an integral role in the hosting of this event, showcasing Strathcona County as an amazing community, and one that gets behind major sporting events.



Statement from Melanie Allan as Games Manager

This is a very exciting time for our business community with the 2026 Alberta Summer Games coming to Strathcona County. Having worked on numerous events in Strathcona County, I have seen first-hand the impact the business community has on the success of multi-sport events. In addition, I have seen how these events help showcase local and regional organizations and bring work teams and the community together.

We look forward to working with businesses to serve you as an event sponsor, partner, or advertiser, so that together we can serve our community, the athletes, officials, volunteers and more. Let's work together and make these Games an incredible experience for all!

Melanie Allan
Games Manager

WHY SPONSOR OR ADVERTISE WITH THE GAMES?

We want to learn about your goals with sponsorship and advertising with these games so that we can help customize a program to meet your objectives. There are many benefits in supporting and event like this through your community investment and marketing spend, and we will work with you to help find the right match for your organization!

It's okay to ask the question... What's in it for you?

- Build brand awareness
- Foster brand loyalty
- Connect with a targeted audience
- Activation and distribution opportunities
- Networking
- Local, regional and provincial reach
- Good public relations
- Aligning your brand with cause marketing, community investment and corporate social responsibility

This is not just a one-weekend sponsorship

- Long-term brand exposure well in advance of the games
- On-site, digital, social benefits and more
- Community networking leading up to and during the games
- Ability to spread sponsorship payments over multiple years

Note: This content can be displayed as an infographic rather than a list.

**As the Presenting Sponsor of
the 2026 Alberta Summer Games...**

You are a community leader, builder, and developer.

You see the value of being involved in and connecting with community.

You are an ambassador for healthy, active living.

You believe in the power of sport to help build our youth as leaders of tomorrow.

**"BE A COMMUNITY
CHAMPION OF THIS EVENT
AS THE FEATURED SPONSOR
FOR THE 2026 ALBERTA
SUMMER GAMES."**

MAJOR EVENT PARTNERS

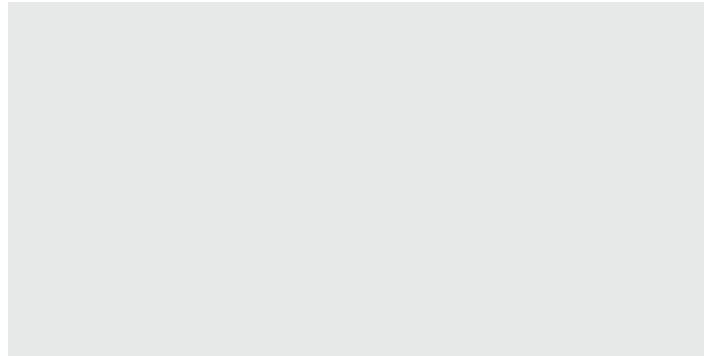
Value
\$25k+

As a major event partner...

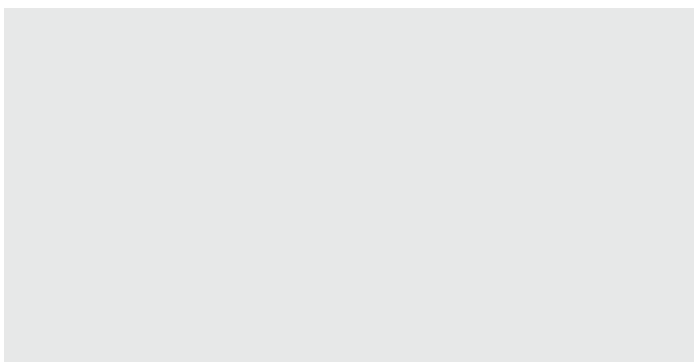
You want to play a key role in making these games an amazing overall experience for athletes, coaches, officials, volunteers, visitors and more.

You are ready to attach your brand to the things that make these games happen.

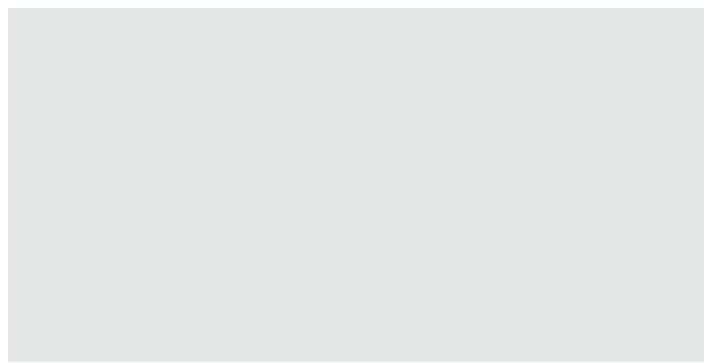
You want to support an environmentally responsible and sustainable games model."



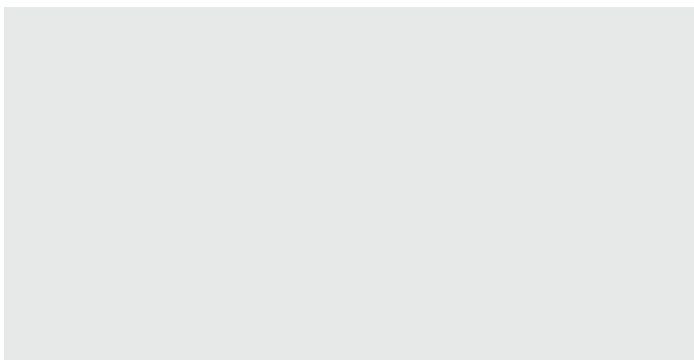
Transportation Sponsor



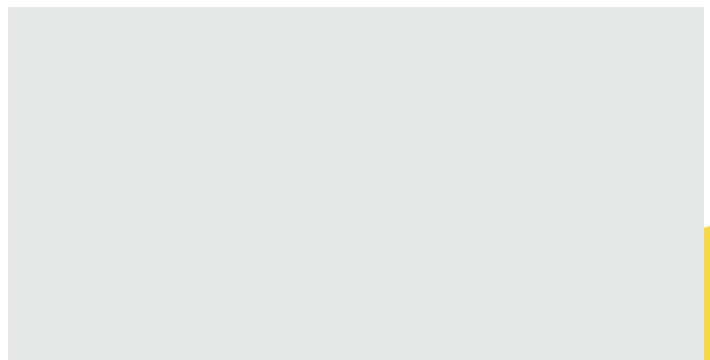
Millennium Hub Sponsor



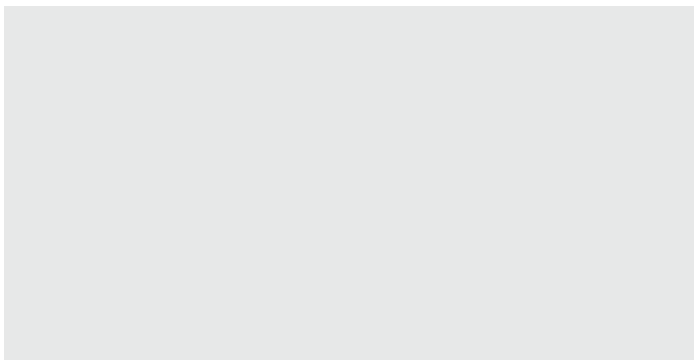
Food and Hospitality Sponsor



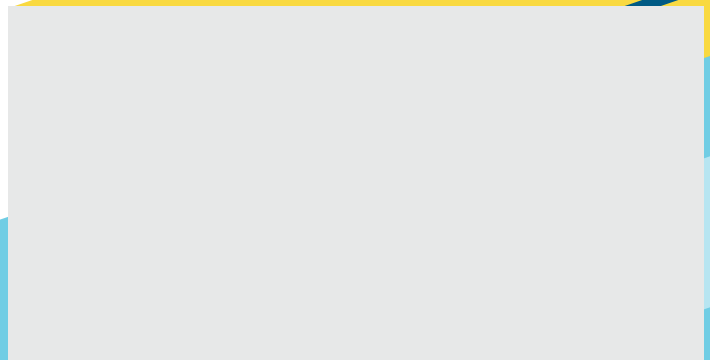
Ardrossan and Central Hub Sponsor



Athlete Experience Sponsor



Environmental Sponsor



Opening and Closing Ceremonies Sponsor

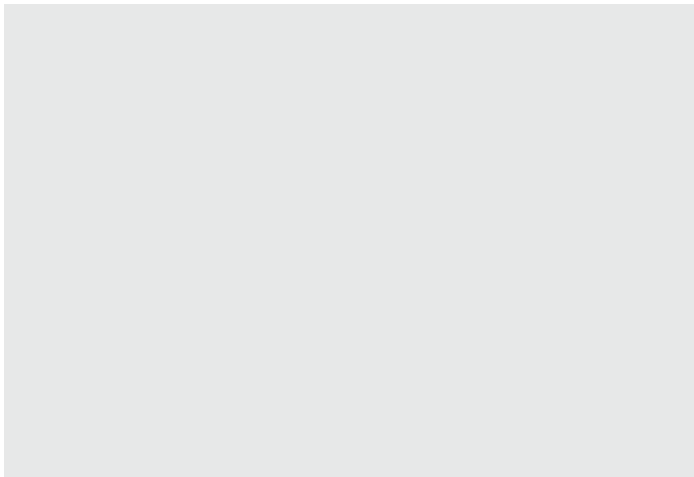
As a Community Spirit Partner:

You are all about community.

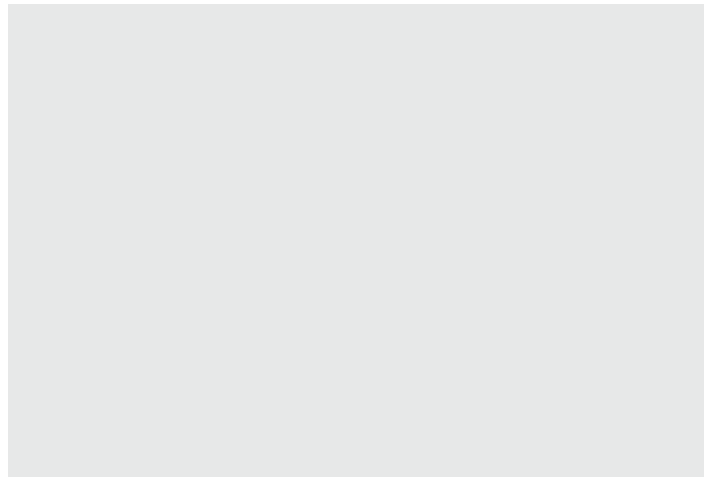
You see the benefit of integrating community culture with sport.

You want to showcase our community to those visiting, and understand that an event like this brings people together.

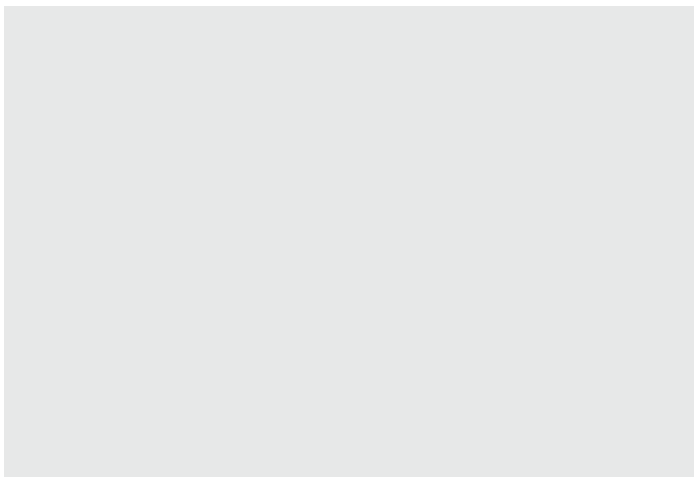
You are an ambassador for inclusion and youth development in sport.



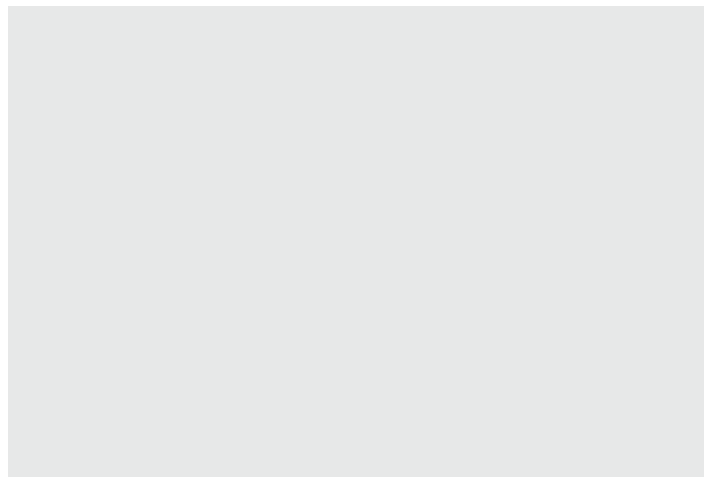
Inclusion Sponsor



Cultural Experience Sponsor



Youth Leadership Sponsor



Tourism and Guest Experience Sponsor

SPORT SPONSORSHIPS

Value
\$10k+

You love sport. You want to be connected with a sport and be the one to help make it a success at these games.



Athletics



*Cycling/
Mountain Biking*



Soccer



Baseball



Golf



Softball



Basketball



Lacrosse



Swimming



Beach Volleyball



Rugby



Tennis



Canoe/Kayak

IN-KIND SPONSORSHIPS

Machine power, technology power, product power and people power. You know the value of your resources and how it can make a huge impact on hosting an event this big!

Table of items we are seeking in-kind sponsorships on:

Signage

Volunteers

Printers, Computers, Copiers, Phones, etc.

Transportation: Courtesy Vehicles, Shuttles

Equipment Rentals: Radios, Bleachers, Tables and chairs, Portapotties

Apparel: Games Committee, Volunteers, Officials

Accommodations: Hotels for VIPs and sport officials

Professional Services: First Aid, Physio, Mental Health professionals, etc.

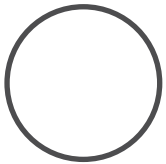
Media/Advertising/Streaming

Note: Visual icons can be used to represent each type of in-kind sponsorship.

SMALL-SCALE SPONSORSHIPS AND ADVERTISING

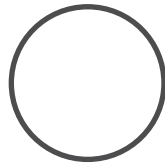
You get that every little bit counts. You know small contributions collectively can make a big difference. You see an opportunity to be a first-class host community.

Small-scale sponsorships:



General event supporter

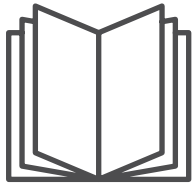
*place holder for icon



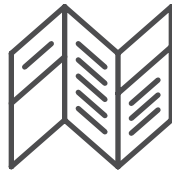
Event Access pass sponsor

*place holder for icon

Advertising opportunities:



Games program



Leaflet advertising
at main hubs



Games webpage

Image of sports affiliated with the games or even an identified mascot/graphic with the games.

