



**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, conform 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 5,000 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 and culture. 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 hosting this event, showcasing Strathcona County as an amazing community, and one that gets behind major sporting events to support our youth and community.



Cassandra McDonald | 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 and cultural events. 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!



Bonnie Hunka | Friends of the Games

It is my pleasure to welcome you to this exciting opportunity to partner with us in bringing the 2026 Alberta Summer Games to life.

Over the years, I've witnessed firsthand the incredible impact that community-driven events can have on both the individuals who participate and the businesses that choose to invest in them. The 2026 Alberta Summer Games will not only shine a spotlight on our local talent, but also highlight the strength and generosity of our local businesses and corporate partners.

By becoming a sponsor, you will be joining a legacy of support that uplifts athletes, creates lasting memories, and drives positive change in our region. Your involvement will provide you with a unique opportunity to connect with our vibrant community while showcasing your brand as a proud supporter of youth, sport, and local pride.

We are excited to work with you to create meaningful partnerships that benefit both your business and the people of Alberta. Together, we can ensure the 2026 Alberta Summer Games are a resounding success.

WHY SPONSOR OR ADVERTISE WITH THE GAMES?

We want to learn about your sponsorship and advertising goals so we can help customize a program to meet your needs. There are many benefits in supporting an 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
- Receive activation and distribution opportunities
- Engage in networking opportunities
- Reach local, regional and provincial audiences
- Create good public relations
- Align your brand with cause marketing, community investment and corporate social responsibility initiatives

This is not just a one-weekend sponsorship. As a sponsor, you will receive:

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



PRESENTING SPONSORSHIP

Value
\$50k+

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!

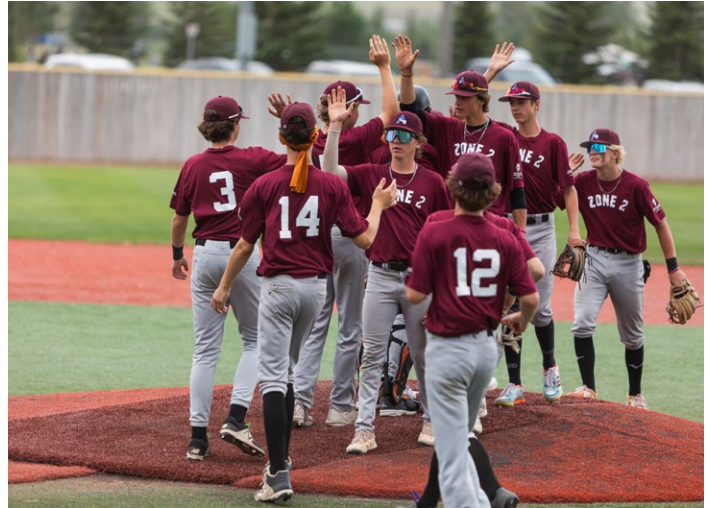


MAJOR EVENT SPONSORS

Value
\$25k+

A variety of areas to connect with:

- You want to play a key role in making these games an amazing overall experience for athletes, coaches, officials, volunteers and visitors.
- You are ready to attach your brand to the things that make these games exceptional.
- You want to support an environmentally responsible and sustainable games model.



Volunteer Sponsor



Millennium Hub Sponsor



Transportation Sponsor



Ardrossan and Central Hub Sponsor



Food and Hospitality Sponsor

MAJOR EVENT SPONSORS

Value
\$25k+



Athlete Experience Sponsor



Opening Ceremonies Sponsor



Alberta Games Reception and Closing Awards Sponsor

COMMUNITY SPIRIT SPONSORS

Value
\$25k

As a Community Spirit Sponsor:

- 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.



Tourism and Guest Experience Sponsor



Inclusion Sponsor



Cultural Experience Sponsor



Youth Leadership Sponsor



Environmental Champion Sponsor

SPORT SPONSORSHIPS

Value
\$10k+

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



Athletics



*Cycling/
Mountain Biking*



Soccer



Baseball



Golf



Softball



Basketball



Lacrosse



Swimming



Beach Volleyball



Rugby



Tennis

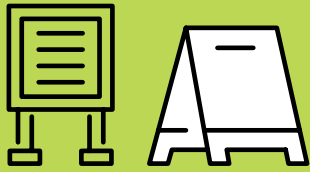


Canoe/Kayak

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!

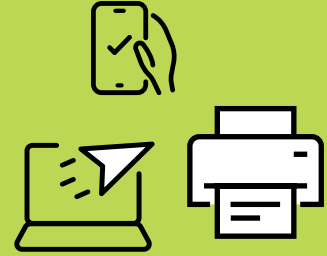
Items we are seeking in-kind sponsorships on:



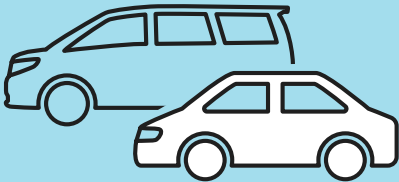
Signage



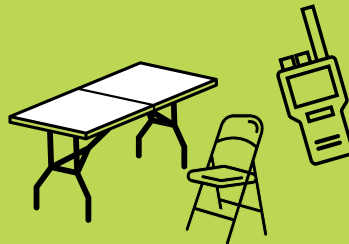
Volunteers



Technology: Printers, Computers, Copiers, Phones, etc.



Transportation:
Courtesy Vehicles, Shuttles



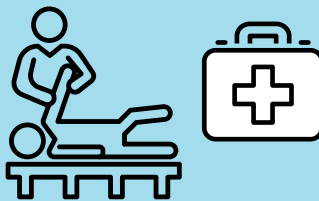
Equipment Rentals:
Radios, Bleachers, Tables
and chairs, Portable Washrooms



Apparel for
Volunteers and Officials



Accommodations:
Hotels for VIPs and Sport Officials



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



Media/Advertising/Streaming

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:

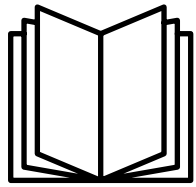


General event supporter

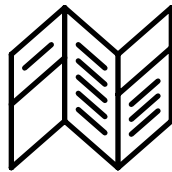


Event Access pass sponsor

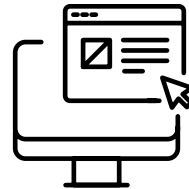
Advertising opportunities:



Games program



Leaflet advertising
at main hubs



Games website

