Event Details

Please send the completed form and ALL assets to your Event Coordinator.

Failure to provide all required assets may result in delays or prevent the execution of complimentary marketing and advertising through Westerner Park.

Title of Event: _____

Date(s): _____ **Venue(s):** _____

Event Website: _____

Social Media: TikTok _____ **Instagram:** _____ **Facebook:** _____

Event Hours: (please list all times open to public)

Day: _____ Time: _____

Day: _____ Time: _____

Day: _____ Time: _____

Day: _____ Time: _____

Day: _____ Time: _____

Admission Costs:

Price: _____ Pricing Group: (i.e. Adults, Seniors) _____

Price: _____ Pricing Group: (i.e. Adults, Seniors) _____

Price: _____ Pricing Group: (i.e. Adults, Seniors) _____

Price: _____ Pricing Group: (i.e. Adults, Seniors) _____

Admission Payment Methods: ☐ Cash at the door ☐ Card at the door ☐ Online:

Description of Event for Website: (please provide the full description as you would like to see it on the website)

_____

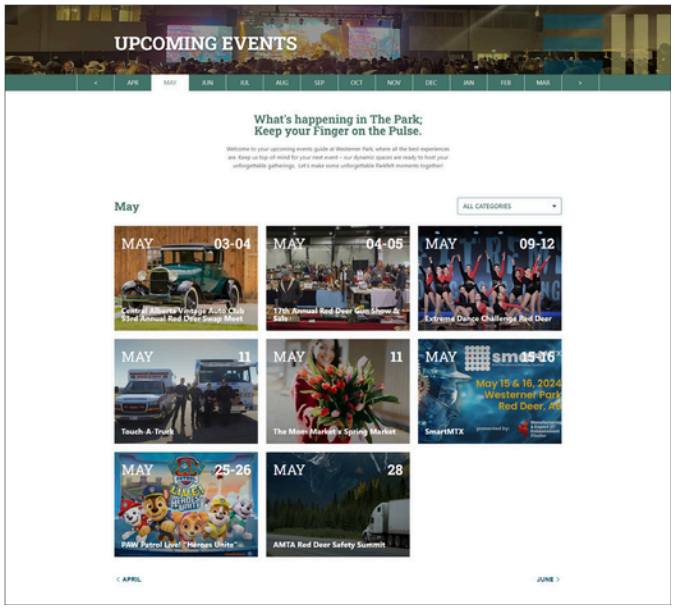
_____

_____

_____

_____

Complimentary Advertising



LISTING ON WESTERNERPARK.CA

As part of your complimentary promotion, we've also included a listing for your event on our website to help increase visibility with our audience.

The **description** for your event will be posted on the website exactly as you have provided it in the event details form.

Additionally, please **provide an event photograph or graphic without text to be used on the upcoming events page and event banner** (see image above for an example), and any other material you can, such as logos and full event graphics.

SOCIAL MEDIA

Social media visibility is key to event success. With over 24,000 followers across our platforms, we help promote your event to a strong local audience.

To receive your complimentary post, please complete the Social Media section of the event details form and provide social media sized event graphics.

**Digital signage advertising may not be available during major events.*



19TH STREET DIGITAL BILLBOARD

All public events at Westerner Park receive a **complimentary week of advertising** on our 20'x10' LED sign for one week prior to and during their event.

Ad Options

- Provide your own artwork
- Westerner Park In-house design (fees apply)

Artwork Specifications

- Size: 640 x 288 pixels
- Format: JPEG or PNG

Content Guidelines

- Keep text short and easy to read from a distance
- Include event name and event date(s) at minimum

Deadline

- Artwork must be submitted at least 2 weeks before the first day of your event.

PROMOTIONS CHECKLIST

- ☑ Event Graphic - Website Event Page| 1080 x 1350 px
- ☑ Photo - Website Upcoming Events Page | 1920 x 1080 px
- ☑ Event Graphic- 19th St. Digital Billboard | 640 x 288 px
- ☑ High Quality logo with full color and B&W versions

Additional Advertising & Resources

ADVERTISING PACKAGES

We've designed these advertising packages to maximize visibility and deliver exceptional value. With support from our in-house creative team, your message can be transformed into high-impact visuals, while our modern digital signage ensures your brand reaches large audiences through a premium, elevated display experience.

Signs	Essential **$360/week (10% off)**	Enhanced **$595/week (15% off)**	VALUE PACK Elite Exposure **$805/week (30% off)**
	Deliver your message to a captivated audience with our three primary digital signs	Utilize 6 of our main outdoor digital signs to capture your audience's attention as they arrive at Westerner Park.	Take your presence everywhere with all digital signs, an email campaign and eye-catching indoor visuals!
19th Street Digital Billboard Extra Week	✓	✓	✓
Entrance Digital Marquee (Gate A and B)	✓	✓	✓
Pavilion Digital Marquee		✓	✓
Centrium Pad		✓	✓
Digital Totem*			✓
Custom Email			✓
In-house Design (If desired)			✓
	Total Value: $400/week	**Total Value: $700/week**	**Total Value: $1,150**

Desired package: _____

Desired start & end dates: _____

*Additional Totems Subject To Availability

Additional Advertising & Resources

DIGITAL SIGNS - TOTEMS

$150/DAY/SIGN

These signs are for the day of your event. (directional signage, sponsor recognition, show schedules) Not for advertising.

A maximum of two signs may be rented at a time.

Desired start date:

Desired end date:



All artwork files for totems must be submitted to your Event Coordinator at least two days prior to your booking date. If files are not received within this timeframe, the booking will still be charged, and the Westerner Park Marketing team will be unable to include the totems in your event setup or upload your graphics.

Static graphics only. No audio.

DIGITAL MARQUEE SIGNS

Entrance Signs (2) & Pavilion Signs (2)
Full Screen: $275/week

Promote your event to current park visitors and help guide guests to your venue. Four Digital Marquee signs are located at the two main gate entrances, Prairie Pavilion, and Exhibition Hall. Choose between 1/3 screen and full screen sizes. Price includes ad display on all four signs.

Desired start date:

Desired end date:



CENTRIUM PAD DIGITAL SIGN

$150/WEEK

This sign has a prominent display in front of the highest traffic venue at Westerner Park. Great for displaying event details and promotional purposes.

Desired start date:

Desired end date:



*See page 6 for required image resolution, and design best practices.

Additional Advertising & Resources

19TH STREET (ADDITIONAL TIME)

$250/ WEEK

Premium location with high visibility. 22,000+ vehicles passing daily (many stopped at the traffic light). 24/7 exposure. Extend your reach by booking additional weeks



Desired start date:

Desired end date:

EMAIL CAMPAIGN

$300 ONE TIME FEE

Send a customized, targeted campaign to our Westerner Park email subscribers to capture attention and promote your ticket sales.

Desired send date:

IN-HOUSE DESIGN FEES

$50/GRAPHIC

Our creative team can help you resize and create captivating visuals based on your event's branding.
Please provide two images, brand font, logo, and brand elements.

Graphic requests:

EMAIL SIGNATURE

$175/MONTH

The rolling graphics on Westerner Park Staff signatures are a high-traffic space to show off your upcoming event!

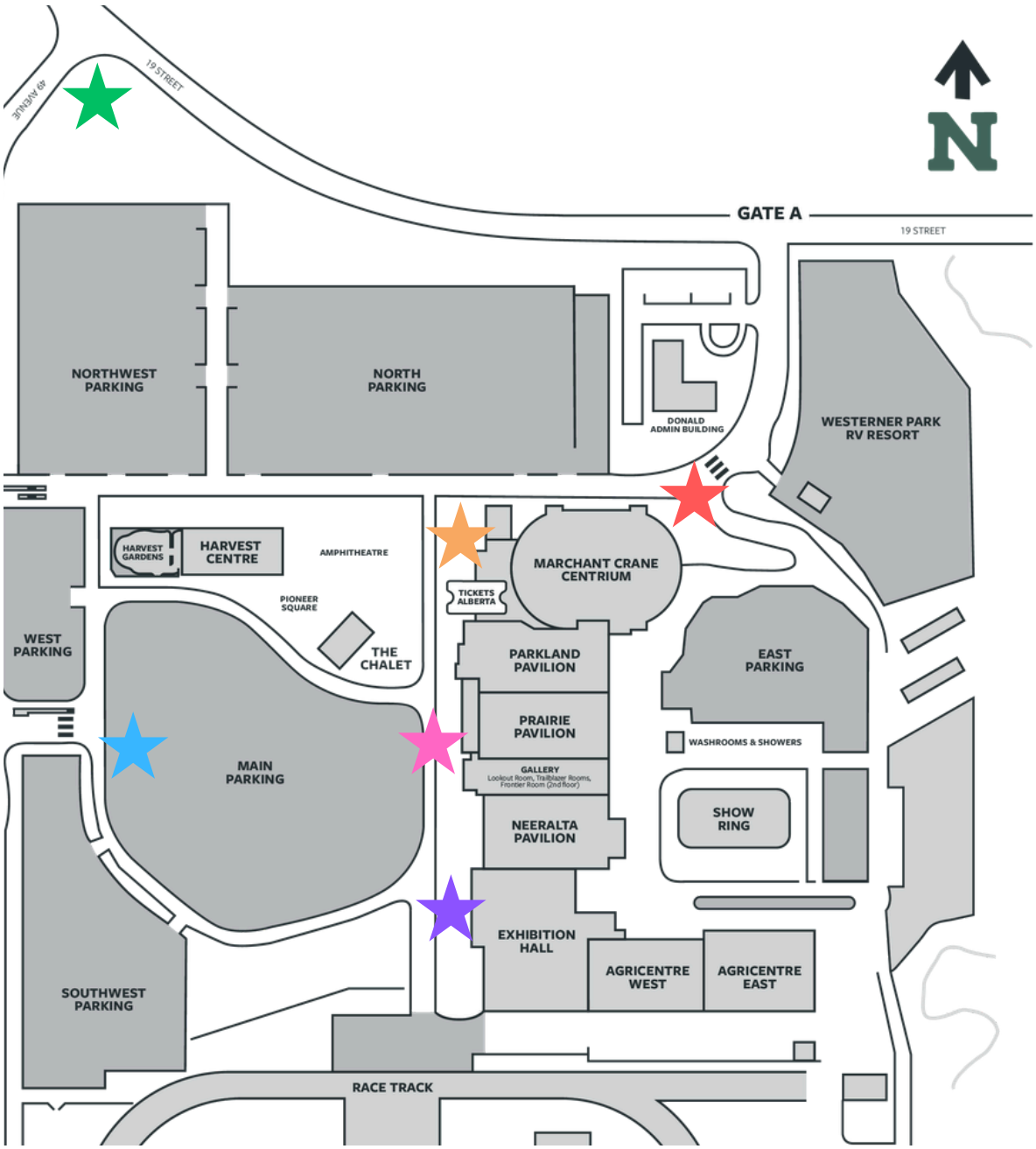
With an average monthly combined send rate of 7,500+ emails, your message will have exceptional impressions and reach. *subject to availability, only 3 events will run at a time.

Desired start date:

Desired months:

Sign Legend

- 19th Street Billboard
- Centrium Digital Sign
- Marquee Gate A
- Marquee Gate C
- Marquee Prairie Pavilion
- Marquee Exhibition Hall



Digital Signage Specs & Guidelines

19TH STREET DIGITAL SIGN

- 640 x 288 pixels, still images only (JPEG, PNG), 11-15 words maximum, minimum text size: 25pt for visibility. Use a simple, legible font (avoid cursive or difficult-to-read styles).
- Include:
  - Event name
  - Event date
  - Call to action (e.g., where to find more info)
- Imagery should be simple and highlight key details rather than distract.

DIGITAL MARQUEE & WAYFINDING SIGNS

All wayfinding is complimentary. (Custom wayfinding graphics are only permitted for large-scale events. For smaller events, we will create wayfinding graphics in-house.) **Client is to provide artwork for advertisements.**

- 288 x 432 pixels Full Screen
- 288 x 144 pixels ⅓ Screen
- Still images and videos (JPEG, PNG, MP4)

PRAIRIE PAVILION AND EXHIBITION HALL:

- Viewers have more viewing time with these screens. Include event name, event dates, location(s), and imagery
- Keep text under 20 words for clarity.

GATE A AND GATE C:

- Limit text to 10 words or fewer. Company branding is allowed to help attendees visually connect to the event.
- Wayfinding and advertising work well on these signs

IMAGE QUALITY REQUIREMENTS

Westerner Park reviews all submitted files for quality. We reserve the right to decline low-resolution or poorly formatted graphics, as they may not provide the professional impact your brand deserves or meet our venue's visual standards.

CENTRIUM DIGITAL SIGN

- 840 x 504 pixels, still images only (JPEG, PNG), 7-9 words maximum, minimum text size: 25pt for visibility. Use a simple, legible font (avoid cursive or difficult-to-read styles).
- Include:
  - Event name
  - Event date
  - Call to action (e.g., where to find more info)
- Imagery should be simple and highlight key details rather than distract.

INDOOR TOTEM SIGNS

- 320 x 1080 pixels
- Still images and videos (JPEG, PNG, MP4)
- Include the event name, event dates (if multiple days), and location(s).
- Add any key messages or other communications attendees should know.
- Company branding is recommended.
- Text should be at least 18pt to ensure readability.

Email Campaign

Please provide the following:

- For the best visual results, provide 2 to 3 graphics/images to use within your email.
  - Banner (1920 x 387 pixels)
  - Poster with details (1080 x 1350 pixels)
  - Image - landscape (1920 x 1080 pixels) is preferred but any size will work.
- Required Copy
  - Subject line & preheader/preview text
  - Event information (date, location, time, tickets, age restrictions etc.)
  - Any sentences/paragraphs to tell our audience what your event is about.
  - Links you would like included
- Date you would like the email to be sent