



CITY OF
FORT SASKATCHEWAN



MEDIA KIT



WELCOME TO *Taurus Field*



Taurus Field is the newest and largest addition to the Dow Centennial Centre in Fort Saskatchewan. Built in 2017, the field has become a popular destination for sporting events and the crowds that they draw. The FIFA-sized field is available for public rental, and holds a total of 1,054 seats. Some features of the field are its artificial turf, changerooms, athletic therapy room, ticket booth, concession stand, and public washrooms. Many people visit the field from April to mid November with Spring through Autumn being the attraction's peak season.



DOW CENTENNIAL CENTRE

8700 - 84 ST, FORT SASKATCHEWAN, AB T8L 4P5
780-992-6409 | lpoitras@fortsask.ca

Fort Saskatchewan Statistics

Fort Saskatchewan is a thriving city, located 25 kilometers north east of Edmonton, at the gateway to Canada's largest hydrocarbon processing region. As the **4th fastest growing municipality in Alberta**, Fort Saskatchewan is home to a young, emerging affluent, family demographic.

26,942

POPULATION (2019)

31,500

PROJECTED POPULATION (2020)



THE POPULATION IS EQUALLY SPLIT BETWEEN MALES
AND FEMALES WITH **32% BEING MILLENNIALS**



44% OF THE POPULATION HAVE
POST-SECONDARY EDUCATION

AVERAGE AGE:

35

\$118,000

AVERAGE HOUSEHOLD INCOME

\$646 MILLION
IN TOTAL TRADE AREA SPENDING

LARGEST EMPLOYMENT CATEGORIES

23%

TRADES/TRANSPORT
/OPERATORS

20%

SALES AND SERVICE

15%

BUSINESS/FINANCE
/ADMIN

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Taurus Field User Profiles

You can find a number of different groups frequenting the Taurus Field on any game night.

LOCAL TRAFFIC

Taurus Field is located by major local hubs such as the Dow Centennial Centre, the Fort Sask Transit Park and Ride centre, and St. André Bessette Catholic High School. Hundreds of drivers pass by the field along Southfort Drive to get to the parking lot, and on their daily commute to work. Fences along the field have high visibility to local traffic.

SPORTS TEAMS

Many sports teams, mainly football, soccer, and rugby, visit Taurus Field every year. The majority of these teams are students from Fort Saskatchewan and surrounding communities. These students travel around Alberta playing in various facilities, with their family members and friends filling the bleachers to cheer them on.

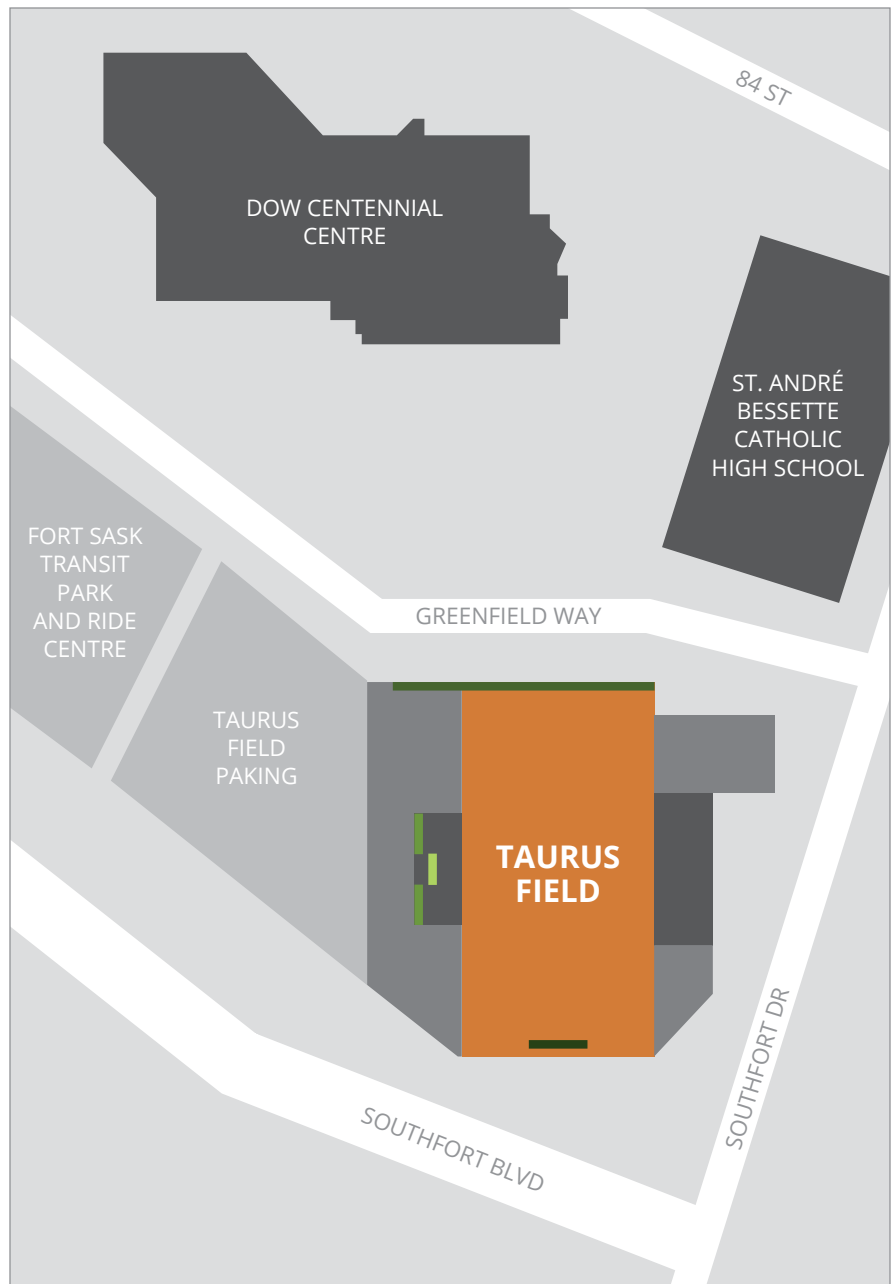
FAMILY & FRIENDS

At Taurus Field, you will find the dedicated soccer moms, invested football dads, siblings, grandparents, and everyone in between. The family is there to support the players no matter the weather. Friends of the teams come alongside the families to show their spirit.

COMMUNITY MEMBERS

Taurus Field can be rented from April 1 to mid November (weather dependant) by anyone who wishes to use it. This means that community members, young and old, can rent the facility for games, practices, tournaments and more.

Taurus Field Map



-  PERIMETER FENCE SIGNAGE
-  BLEACHER SIGNAGE
-  PRESS BOX SIGNAGE
-  SCOREBOARD SIGNAGE

[Click here to see a 360 degree view of Taurus Field.](#)

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Advertising Specs and Rates



PERIMETER FENCE SIGNAGE

- Available for rent: Multiple spaces
- All spaces are required to rent for a minimum of one year

	QTY 1	QTY 2	QTY 4	QTY 6
Dimensions	84" x 72"	84" x 72"	84" x 72"	84" x 72"
Cost per year	\$1,000	\$1,900	\$3,600	\$5,400

- Quantities are dependant on available space
- Installation is included in price



BLEACHER SIGNAGE

- Available for rent: Multiple spaces
- All spaces are required to rent for a minimum of one year

	QTY 1	QTY 2	QTY 4	QTY 6
Dimensions	48" x 36"	48" x 36"	48" x 36"	48" x 36"
Cost per year	\$500	\$950	\$1,800	\$2,700

- Quantities are dependant on available space
- Installation is included in price

CUSTOM REQUESTS: There are many additional locations that can be used for advertising throughout Taurus Field. Please contact us if you have any special requests.

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PRESS BOX SIGNAGE

- Available for rent: 4 spaces
- All spaces are required to rent for a minimum of one year

	QTY 1	QTY 2	QTY 3	QTY 4
Dimensions	84" x 30"	168" x 30"	252" x 30"	336" x 30"
Cost per year	\$750	\$1,400	\$2,000	\$2,500

- Quantities are dependant on available space
- Installation is included in price



SCOREBOARD SIGNAGE

- Available for rent: 4 spaces
- All spaces are required to rent for a minimum of four years

	LEFT SIDE QTY: 1	LEFT SIDE QTY: 2	RIGHT SIDE QTY: 1	RIGHT SIDE QTY: 2
Dimensions	96" x 24"	96" x 48"	96" x 24"	96" x 48"
Cost per year	\$3,000	\$5,600	\$3,000	\$5,600

- Quantities are dependant on available space
- Plus installation fee

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Recommended Production Specs

- All ads must be approved by the Dow Centennial Centre
- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images, and logos at 100%
- All files must contain bleeds or a border
- The live area should be 1" in from the trim size
- Use a "rich black" (except for text below 24 point), we suggest 20%C – 20%M – 20%Y – 100%K
- Perimeter fence and bleacher signage require grommets on all sides in order to attach to the fence



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Contact Us

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