

Try-It Day

Sponsorship Opportunities



TRY-IT DAY
EXPLORE A SPORT FOR FREE



Try-It Day

Discover Try-It Day: an opportunity for youth aged 6-17 to engage in sports, free of charge. Organized by the Grande Prairie Regional Sport Connection, this event showcases 30+ local sports organizations, spotlighting the varied sporting opportunities in the region. With a track record of drawing over 600 participants per event, sponsoring Try-It Day presents a unique chance to align your brand with community-driven initiatives that foster active lifestyles among youth.



Event Marketing Strategies

There is a lot of effort that goes into promoting our Try-It Day Events. Although we cannot guarantee that your logo will be in all mentions we can assure you that we are deliberately driving traffic to places where your logo will be seen and therefore associated with this community favourite!










- Multiple 30 second produced promotional commercials across two local radio stations;
- Multiple live radio announcer mentions of the event;
- Online promotions through radio channels, websites and Facebook pages;
- Live media interviews with Sport Connection staff;
- Digital flyer distribution to regional organizations, neighbourhood associations and three school divisions;
- Strong social media campaign with mentions, contests and posts on regional Facebook groups and pages;
- Event listed on local community calendar listings;
- Weekly Chamber Connection Newsletter;
- Over 80 event posts through the Sport Connection social platforms; including contests before and during the event.
- Logo placement on the Sport Connection website landing & event pages;
- Promotion to the region's sport organizations through the Sport Connection database of over 200 sport organizations;
- Promotion through the Sport Connection newsletter;

Individual Sport Sponsorship

Cost: \$350 per sport

Sports are offered on a first-come-first-served basis.

A full list of sports up for sponsorship will be made available closer to the event date.

Selection of 1 sport to sponsor during the event (first come first served) - List will be provided at a later date.	
Logo placement on sponsor thank you signage.	
Social media mention on posts associated with your selected sport.	
An individualized thank you post for your contribution on our Facebook & Instagram.	
Mention in our 'Thank You' post to all of our event sponsors.	
Logo placement on poster distributed in the Chamber of Commerce Newsletter and to 35+ regional schools.	
Logo placement in Sport Connection newsletter.	
Logo placement on Sport Connection website event page	
Logo placement on the event registration page.	

Previous Sport Organization Participants



Testimonials



Thank you for the opportunity provided for my daughters to try some new activities. We were introduced to facilities in GP that we had never visited and our daughters were able to try out an activity. We will definitely visit these venues again

Joanne

Thank you for organizing year after year! Appreciate your commitment in providing an inclusive event for all youth in our community. Our daughter had invited her friends to try out fencing with her this year and they all had a great time.

Martina



Thank you to all the volunteers in putting this event on! It is amazing. My kids have tried many things they would never be exposed to and I know they want to continue doing them in the future.

David





10101 100 Ave Grande
Prairie, AB T8V 0V4



780-518-5506



info@gpsportconnect

If young families and engaged community members are part of your target audience we would love to partner with you and help leverage every marketing dollar you invest with us.

We are able to customize sponsor options and welcome further discussion on how we can benefit from each other in a partnership.

Thank You!

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