



**SPORT
EDMONTON**

2026-27
PARTNERSHIP PROGRAM

POWERING COMMUNITY
SPORTING EVENTS



ABOUT SPORT EDMONTON

Sport Edmonton is a non-profit that works to strengthen and grow grassroots sport and recreation across Edmonton.

Rather than directly running sport programs or events, we serve as a city-wide leader, advocate, and connector for sport organizations, community groups, governments, businesses, and residents.

Through 55 member organizations, Sport Edmonton serves more than 15,000 sport participants across the city.





OUR MISSION

To lead the development of grassroots sport and recreation in Edmonton.

The organization focuses on four main areas:

- **Advocacy:** Representing the interests of our sport and recreation members with governments and other partners.
- **Community Development:** Supporting grassroots sport initiatives and making sport more accessible and inclusive.
- **Education:** Providing resources, networking opportunities, and information for our members and stakeholders.
- **Economic Impact:** Helping develop and grow sporting events that benefit the local economy and leave a lasting community legacy.





EVENT ACCELERATOR FUND

Out of a shared desire to develop and grow impactful grassroots sporting events, Sport Edmonton and Edmonton Destination Marketing Hotels have partnered to create the Sport Edmonton Event Accelerator Fund.

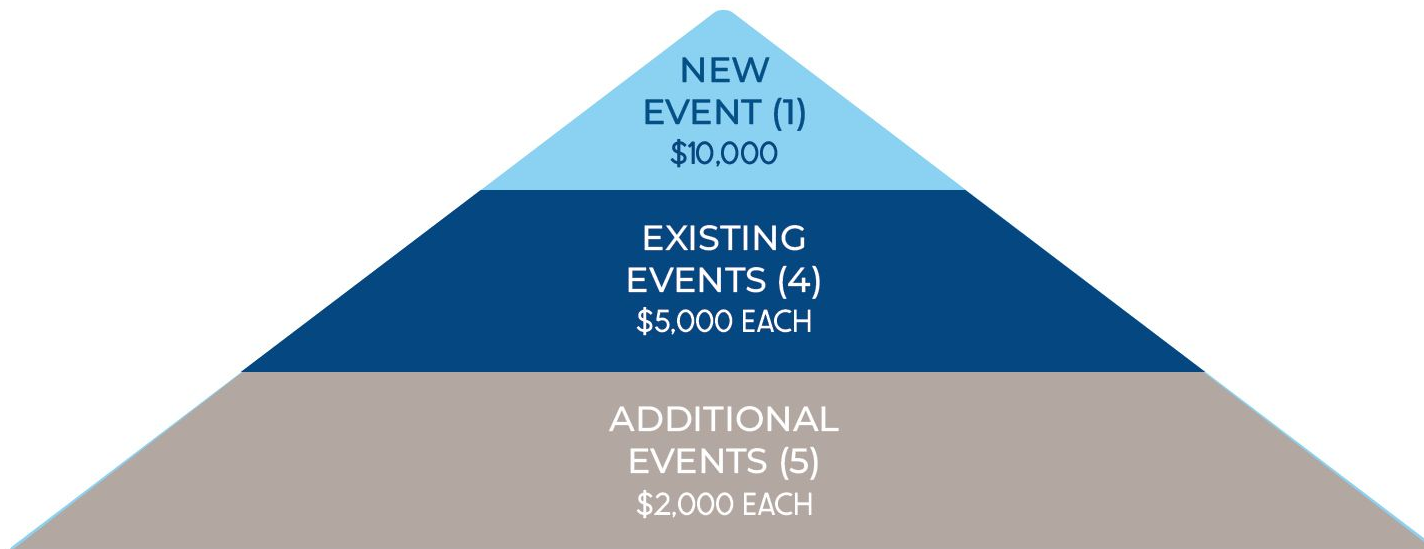
The Sport Edmonton Event Accelerator Fund is a grant and support program designed to help local sport organizations create, grow, and improve sporting events in Edmonton that drive community and economic benefit.

With a desire to help organizations build sustainable, high-impact events, the Fund provides: **financial assistance, event planning expertise, and sponsorship support.**



ACCELERATOR FUND FINANCIAL STRUCTURE

\$40,000 secured in funding for ten (10) events during the 2026/27 cycle.



2026-27 FUND RECIPIENTS (10 EVENTS)

Reaching an estimated **2,250 participants** and **12,500 total attendees** this sport season.

1 x NEW EVENT

Building the foundation for success with the launch of the Alberta Open Track Racing Series



4 x EXISTING EVENTS

Helping elevate these events to even greater heights this season



Disc Golf
Provincials
Edmonton Disc
Golf Assoc.



U13 AAA
Oilers Cup
Hockey
Edmonton



HERitage Female
Classic
Edmonton Female
Hockey Alliance



Edmonton
Open
Keyano Swim
Club

5 x ADDITIONAL EVENTS

Supporting five (5) additional events (TBD) during fall/winter 2026-27



FOUNDATIONAL PARTNER OPPORTUNITY

SIX (6) PARTNER SPOTS AVAILABLE | YEAR 1 INVESTMENT: \$10,000 (+GST & PRODUCTION)

- IP RIGHTS: Sport Edmonton, event, and host member organization logo rights
- BRANDING (at all 10 events): A-frames (individual), media wall (shared), welcome sign (shared)
- PROMOTIONAL (at all 10 events): On-site activation opportunity with handout option
- HOSTING: Invitations to all Sport Edmonton VIP events
- DIGITAL:
 - Social media feature
 - Social media posts (one pre-event, one post event)
 - Inclusion in media releases & monthly newsletters
 - Inclusion on Sport Edmonton partner page, event specific page, fund recipient websites



**SPORT
EDMONTON**

EVAN DAUM

CEO

780-719-6820

edaum@sportedmonton.com