



Canada's largest sports marketing network  
in arenas and sports complexes

**2025-2026 Media Kit**

Proven reach - Real results - Community impact - National Scale



## OVERVIEW

# Tap into Canada's most engaged local sports & recreation network

Connect with active communities all across Canada – Get in the game!

- **28 YEARS** experience in static and digital OOH advertising in Canada's recreation market.
- Exclusive rights in **430+ MUNICIPALITIES**
- **800+** Arenas & Community Centres
- **900 DIGITAL SIGNS** Canada's **LARGEST** recreational DOOH placed-based network

3 founding partners:



## THE AUDIENCE

# Arena Advertising: Delivers Impact



NAMG's proprietary tool allows us to show you when programming is more likely to occur for these demos:



**Families**



**Men 18-54**



**Seniors 50+**



**Women 18-54**



**Youth – Gen Z**

**25M+** weekly impressions across high-traffic venues

**Brand-safe**, fraud-free, high-viewability environments

**Contextual relevance**, ensures stronger recall & engagement

**High signal, low noise:** your message cuts through for maximum share of attention.

**60%** Aged 35+; **65%** are University Educated

**124 Million+** Total Annual Arena Traffic

**500k+** Average Annual Facility Traffic

**1:47** Average Time Spent Per Visit

**2-3** Visits per week

**18 Hours** Open Per Day

**Source: National Arena Study 2025**

## THE AUDIENCE

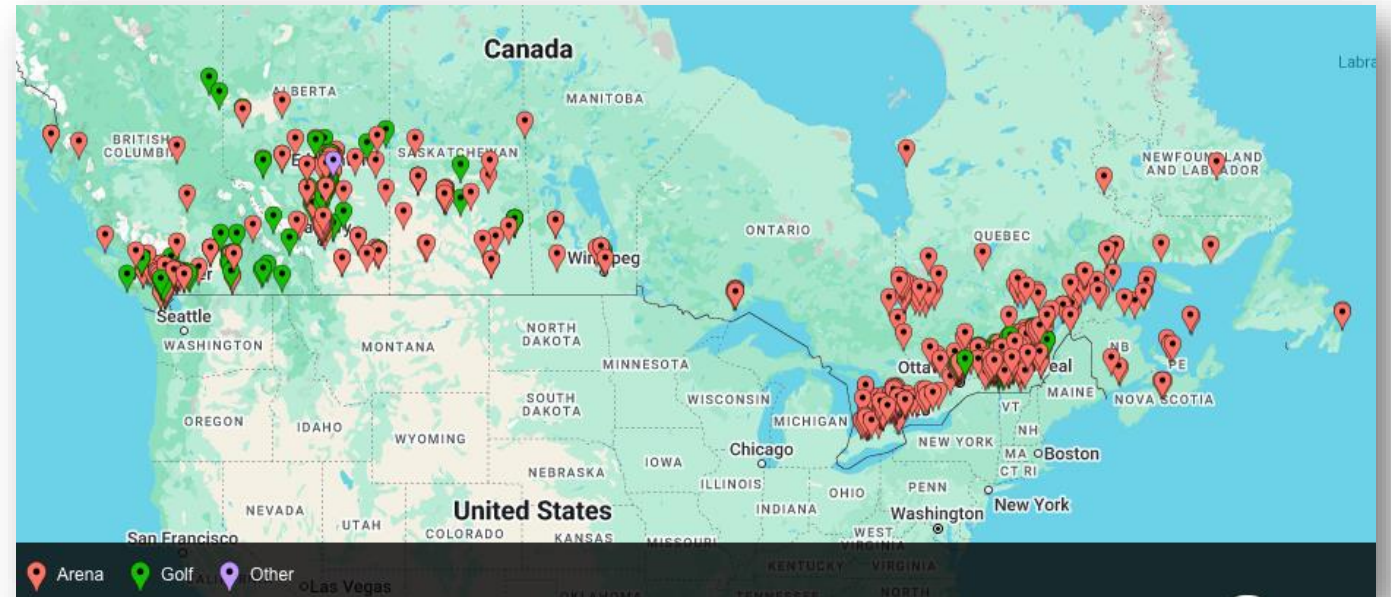
# Canada's Community Media

Arena advertising helps you connect with communities.

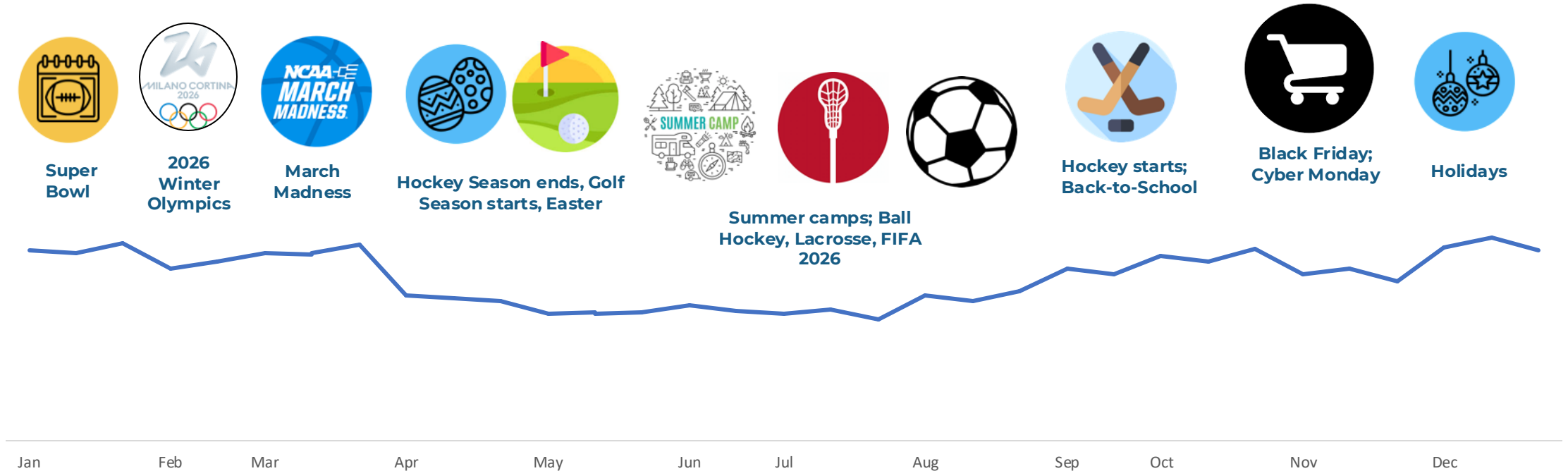
**Canadians are sport crazy.** Sport is woven into the fabric of Canadian culture - driving connection, tradition, and community. In Canada, sport isn't just a pastime - it's a cultural cornerstone that brings communities together. NAMG engages Canadians through a wide spectrum of activities such as:

- Hockey (Ice and Ball)
- Figure Skating
- Skating
- Heath & Wellness
- Basketball
- Soccer
- Track & Field
- Pickleball
- Public Skating
- Golf
- Swimming Pools
- Tennis
- Baseball
- Curling
- Track & Field
- Skate Parks

Location Map: [NAMG Total Locations 2025](#)



**Our audience are active throughout the entire year. We are a destination through all seasons!**



**Custom brand plans are available throughout the year – connect with us today.**

# Arena Visitors Translate to Buyers

## PURCHASE INFLUENCE & ENGAGEMENT



**85%**

of Arena visitors say they have noticed ads



**56%**

Have recalled ice level ads



**50%**

Agreed that arena ads will influence their next purchase

## IN-VENUE AUDIENCES WITH PROVEN PURCHASING POWER



**45%**

of Arena visitors reported their intent to dine out or order food online after being at the arena



**40%**

Recall financial services messaging within the arena environment



**42%**

Make fashion-related purchases influenced by in-venue advertising

**Digital Ad Solutions**



**DOOH Screens**



**Mobile / Foot Traffic Attribution**



**Programmatic SSP Partners**

**Static Opportunities**



**Rink Boards**

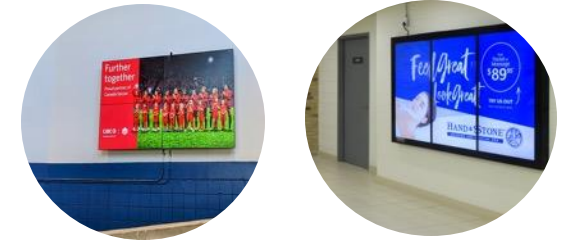


**Large Format Billboards**



**Ice Resurfacers**

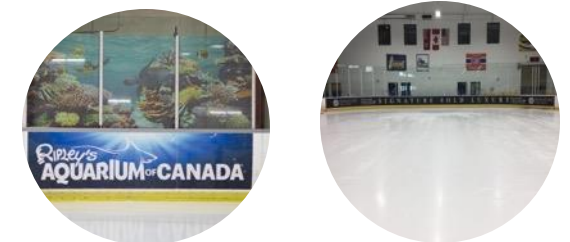
**High-Impact**



**Jumbo DOOH Screens**



**Custom Wraps**



**Rink Board Take-Overs**

## MARKETING OPPORTUNITIES

# Custom Media

### DOOH Screens:

- 865+ screens across Canada
- 33+ Jumbo Screens
- 300 seconds dwell time
- Programmatic deals available on Hivestack, Vistar, Broadsign and Place Exchange
- Formats Available :15 sec ads, :30 sec ads (no sound)

### Static Advertising:

- Rink Boards
- Ice Resurfacers
- Wall Posters and Boards
- Ice Pads
- Glass Decals
- Concessions
- Dressing Rooms



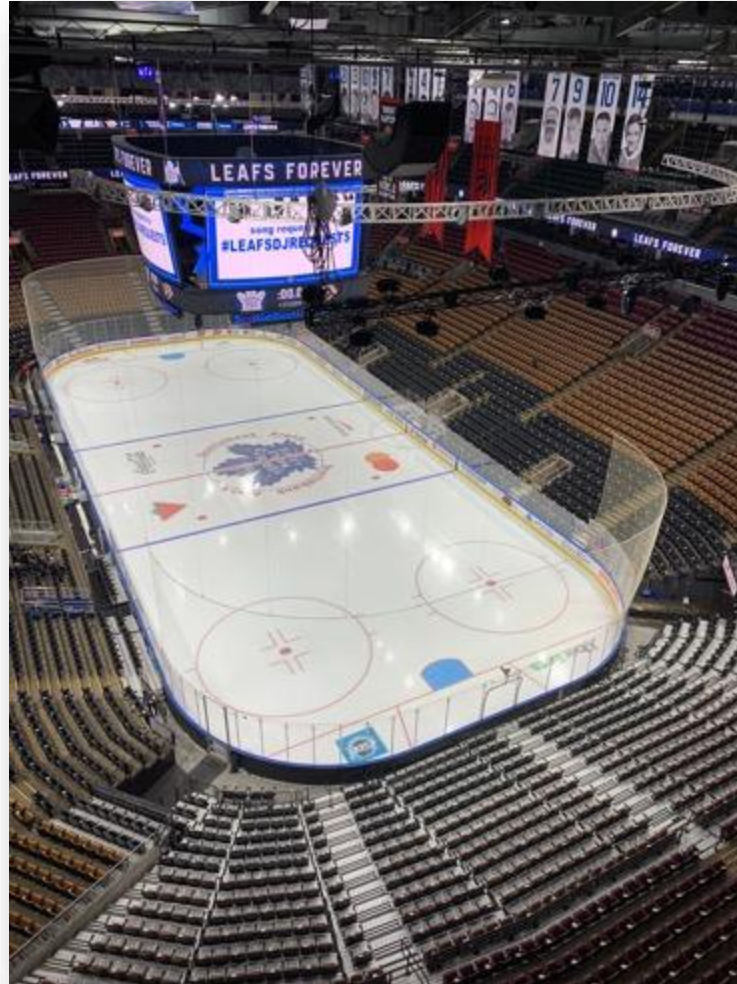
## OUR LOCATIONS: EXAMPLE

# Ford Performance Centre

Located in Etobicoke, this 272,000 sq. ft recreation centre is the official practice facility for the Toronto Maple Leaf's and the Toronto Marlie's.

- 4 Ice pads
- 1,000,000+ annual traffic
- Wall Posters
- Jumbo Screen
- 7 Digital Screens
- Digital Kiosk
- Concessions
- Fitness Centre
- Dressing Rooms

Map: [Ford Performance Centre](#)



## OUR LOCATIONS: EXAMPLE

# Dow Centennial Centre

Located in Fort Saskatchewan Alberta, this recreation centre is a leisure, fitness and cultural space:

- Full indoor soccer field
- NHL sized Ice pad
- 698,000+ annual traffic
- 6 Digital Screens
- Gymnasium
- Concessions
- Fitness Centre
- Dressing Rooms
- Pool

Map: [Dow Centennial Centre](#)



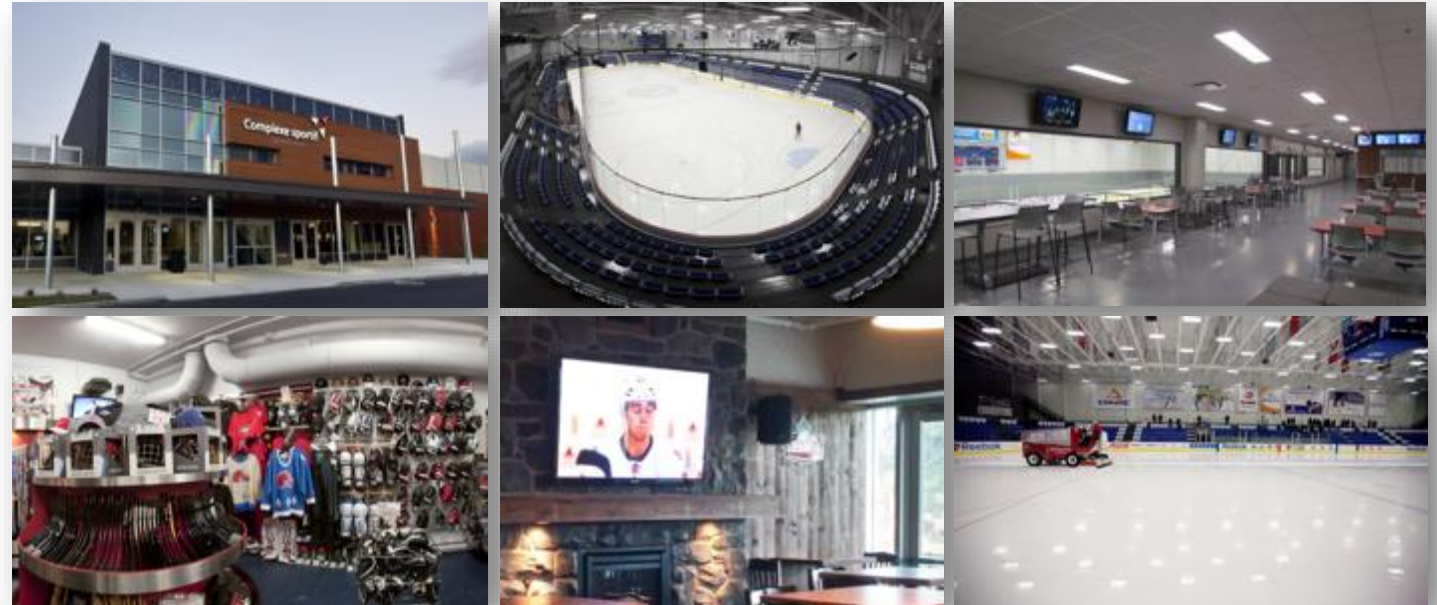
## OUR LOCATIONS: EXAMPLE

# Complexe Sportif Multidisciplinaire

Located in L'Ancienne-Lorette Quebec, this facility is a huge arena housing the following:

- 2 NHL sized Ice pad
- Pro-Shop
- Care Clinic
- Training Centre
- Meeting rooms
- 547,880+ annual traffic
- Hockey Leagues – Men, Women and Youth
- Bar and Concessions
- Dressing Rooms

Map: [Complexe Sportif Multidisiplinarie](#)





National Arena  
Marketing Group

**CONTACT US**



**Montreal office**

88-A rue Jean-Neveu  
Longueuil, QC  
J4G 2M1

**Corporate Sales**

**André Rivard**

Direct: 514-962-6228  
[arivard@sportmedia.ca](mailto:arivard@sportmedia.ca)

**Stéphan René**

Direct: 514-236-0388  
[srene@sportmedia.ca](mailto:srene@sportmedia.ca)



**Ontario office**

825 Denison St unit 18  
Markham, ON  
L3R 5E4

**Corporate Sales**

**Laura Maurice**

Direct: 647-394-5567  
[laura@futuresign.ca](mailto:laura@futuresign.ca)

**Natalie Riznek**

Direct: 416-418-4087  
[natalie@futuresign.ca](mailto:natalie@futuresign.ca)



**Western & Eastern Canada office**

14032 23 Avenue, Suite 330  
Edmonton, AB  
T6R 3L6

**Corporate Sales**

**Jennifer Woolcombe**

Office 778-892-2075  
[Jennifer@visualsportsimage.com](mailto:Jennifer@visualsportsimage.com)

