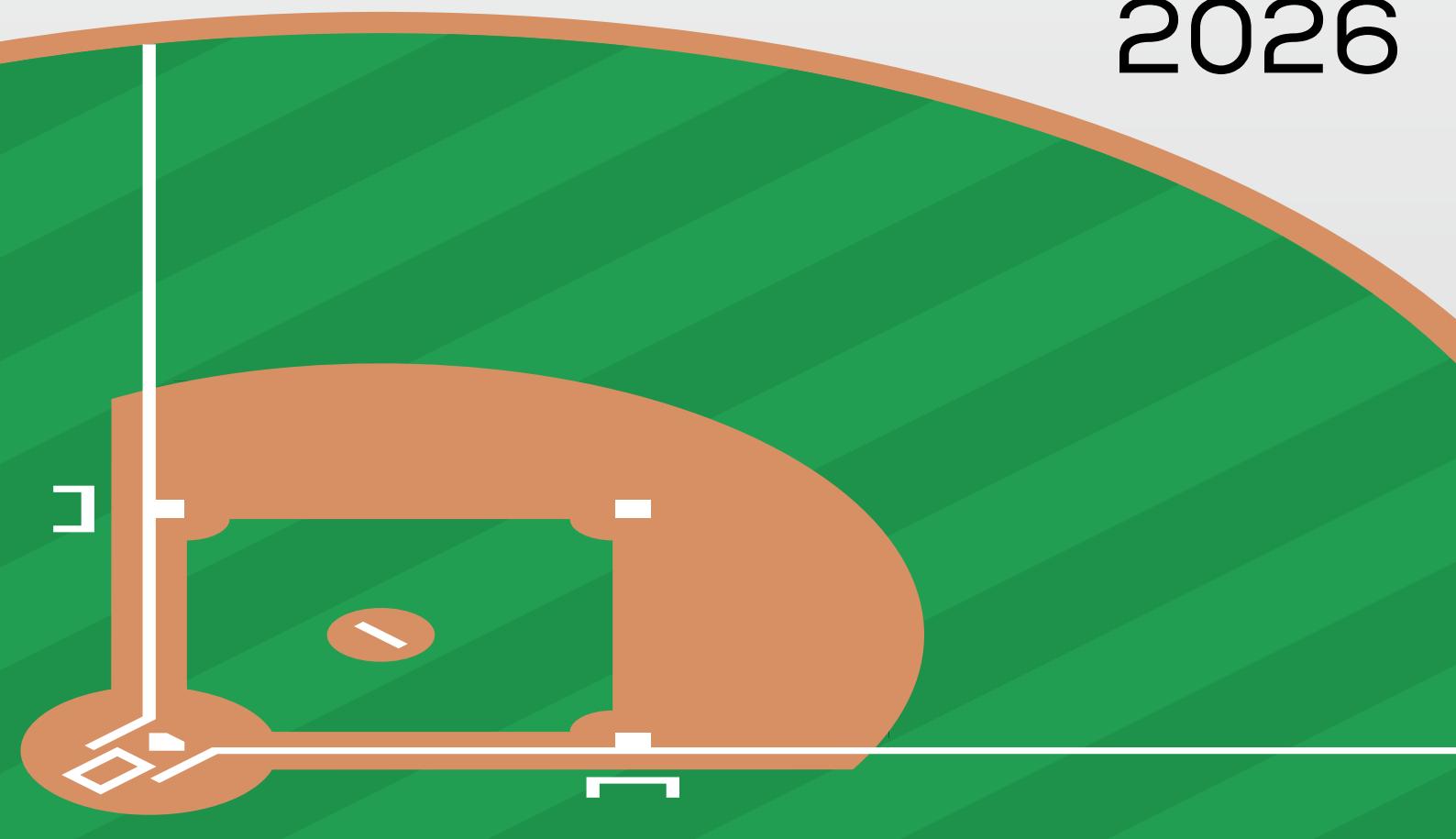




Sponsorship Opportunities

2026



About Us

The Red River Exhibition Association is a proud non-profit organization that has been part of Manitoba's community for over 70 years. We're best known for hosting spaces and experiences that bring people together – supporting local initiatives, recreation, entertainment, and community connection year-round.

As a non-profit, every event and initiative we undertake is driven by our mission to support local, foster connection, and create opportunities for recreation, business, and celebration across the province.

As of 2025, we're thrilled to announce that we, The Red River Exhibition Association have taken over management of John Blumberg Park – one of the provinces most loved outdoor recreation spaces. This marks an exciting new chapter for both the park and the community as a whole.

Our goal is to transform John Blumberg Park into a vibrant destination for sports, leisure, and local partnerships – starting with a full summer of slo-pitch leagues and community events. We're excited to collaborate with local businesses, organizations, and creators to bring new energy, new experiences, and new connections to the park.

John Blumberg Park



About the Facilities

The park features 7 fully maintained ball diamonds and 13 soccer fields, making it a great potential hub for local leagues, tournaments, and community gatherings throughout the summer.

Throughout 2025 till now, the facility has undergone exciting updates – including a complete renovation of the park's bar and lounge area, now reimagined as "The Dugout." This refreshed space offers a welcoming, social atmosphere for players and fans to gather before and after games.

Food and beverage operations at The Dugout are proudly managed by Aramark, ensuring consistent quality, variety, and professional service for every event. From local leagues to major tournaments, John Blumberg Park is ready to deliver a great experience both on and off the field.

Sponsorship Levels

Thank you for taking the time to consider supporting our community. We'd love to have you help us continue building something special together!

PRESENTING PARTNER

TOP-LEVEL ALIGNMENT
WITH THE SPORTSPLEX AS
A WHOLE.

Includes:

- Venue-wide recognition and naming association
- Prominent placement across entrances, fields, and common areas
- Integration across on-site signage and select marketing materials
- Opportunity to align with major tournaments or signature programming

Best suited for businesses seeking sustained, year-round visibility.

SUPPORTING PARTNER

HIGH-VISIBILITY PRESENCE
TIED TO SPECIFIC AREAS OR
PROGRAMS.

Includes:

- Recognition within designated fields, zones, or facilities
- Inclusion in on-site signage and partner listings
- Visibility during leagues, tournaments, and events

Ideal for brands looking for consistent exposure without full venue-wide naming.

COMMUNITY PARTNER

ACCESSIBLE INVOLVEMENT
FOR LOCAL BUSINESSES.

Includes:

- On-site logo recognition
- Inclusion in partner listings
- Alignment with a community-focused recreational space

Designed for businesses wanting regular visibility in a highly local environment.

FEATURE & EXPERIENCE PARTNERSHIP OPPORTUNITIES

IN ADDITION TO PRIMARY
PARTNERSHIP LEVELS, THE
SPORTSPLEX OFFERS TARGETED
OPPORTUNITIES TIED TO SPECIFIC
PROGRAMS, SPACES, OR EVENTS.

Potential opportunities include:

- Tournament Sponsorships

Alignment with multi-day tournaments and high-traffic weekends.

- League Sponsorships
- Field or Facility Alignment

Association with designated fields, training areas, or amenities.

- Game Day or Community Event Activation

On-site tents, sampling, or engagement during events.

- Food & Beverage Area

- Visibility within restaurant or concession spaces.

Custom partnerships may be developed based on programming and scheduling

Product Partnerships

We're also looking for local products to feature in our in-house sales – from beverages and snacks, to apparel and gear!

WHAT THIS MEANS FOR YOU?

- YOUR PRODUCTS AVAILABLE FOR SALE AT OUR CONCESSION OR EVENTS
- VISIBILITY TO PLAYERS AND SPECTATORS
- BRAND RECOGNITION THROUGH SIGNAGE AND ON-SITE MENTIONS

ON-SITE ACTIVATION OPPORTUNITIES



- SPONSOR TENTS OR SAMPLING BOOTHS
- PLAYER PRIZE GIVEAWAYS
- BRANDED FIELD EQUIPMENT (DUGOUTS, BENCHES, SCOREBOARDS)

We are also, of course, open to other promotions as we go forward – always happy to discuss new ideas!