

Calgary



The MaxWell Soccer Centre

Sponsorship + advertising opportunities

The **MaxWell Soccer Centre**, owned and operated by The City of Calgary, is a multi sport complex located in the Foothills Industrial Park in southeast Calgary. The 300,000 square foot facility features eight indoor fields and three outdoor artificial turf fields, supporting a wide range of sports, including soccer, lacrosse, field hockey and football.

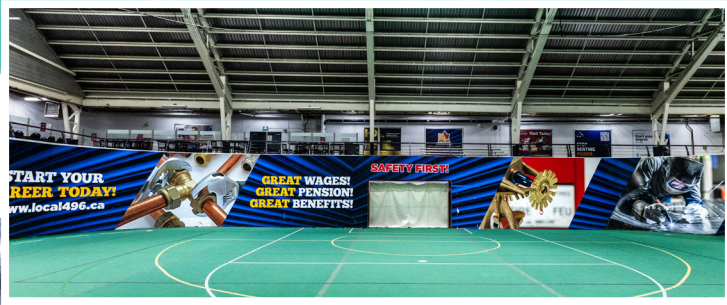
In 2025, the facility recorded over 400,000 participant visits, creating consistent, high visibility exposure alongside a steady presence of spectators and supporters throughout the year.

Sponsorship and advertising agreements offer meaningful brand visibility and ways to engage directly with audiences through events and on-site experiences. These partnerships are typically multi-year, with annual advertising options available.



Sponsorship - Field

Average pricing: **\$25,000** per field, based on location and square footage.



.....

Advertisement - Wall Frame Sign (8 ft. by 6 ft.)

Average pricing: **\$3,000** per wallboard. Bundling options available.



.....

Advertisement - Column Frame Sign (1 ft. by 3 ft.)

Pricing is dependent on placement in the main building.
Bundling options available.



Advertisement - Floor Stickers (6 ft. by 6 ft.)

Average pricing: \$500–\$750 per sticker. Bundling options available.



Contact Information



Joe Henschel

The City of Calgary • Recreation & Social Programs
Fund Development and Revenue Agreement Consultant

Tel: 403.804.1596

Email: jhenschel@calgary.ca

Lynette Barth

The City of Calgary • Recreation & Social Programs
Team Lead • MaxWell Soccer Centre

Email: Lynette.Barth@calgary.ca

Joan Robinson

The City of Calgary • Recreation & Social Programs
Office Administrator • MaxWell Soccer Centre

Tel: 403.300.1094

Email: Joan.Robinson@calgary.ca



The MaxWell Soccer Centre

7000 48 St. S.E.
Calgary, Alberta
T2C 4E1