



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

2024-2025

Innovate,
grow and
succeed **together**

About NAMG

National Arena Marketing Group (NAMG), is a national partnership between **Sport-Média Marketing inc.**, **Futuresign Multimedia Displays, Inc.**, **Visual Sport Image (VSI)**, **Nustadia Recreation Inc. (NRI)** and **Sports Digital Network (SDN)**. This partnership forms a National Association for digital and static advertising opportunities in community recreation facilities across Canada allowing advertisers the opportunity to have access to a one-stop-shop for any campaign needs. With our 25+ years of industry experience, we offer turnkey advertising and ancillary services to clients right across the country.

The objective of **NAMG's** creation, is to serve advertising agencies and large Canadian companies in all provinces with the same structure of pricing, strategies, media opportunities and advertising campaigns deployment across Canada.

All companies behind the foundation share the same values and approach for over 26 years in the field of sports advertising sponsorship and media creativity in arenas and sports complexes in Quebec, Ontario and Western Canada.

This offer will provide a faster and more efficient advertising buying experience for advertising agencies and national clients, **without any intermediary.**

The benefit of NAMG is that you can buy directly from the network, which is offering you the lowest price directly from suppliers. NAMG has exclusive agreements with arenas and sports complexes across Canada.



Some numbers about the hockey industry in Canada



87 %

of families say that their children are impatient to return to their sport



2 - 4
TIMES A WEEK

players visit their favorite arena 2 - 4 times a week



200k
TO 1.5 MILLION

visitors per year at arenas and sports complexes in Canada



1.4 M

Canadians have children who play hockey



3.1 M

Canadians play hockey and consider it a pillar of their lives



92 %

of the population in Canada's top 100 markets is covered by NAMG, spanning across 800+ facilities from coast to coast.



250+ million

visitors annually.

Buying influence of customers in arenas



85 %

of visitors say they have seen an **advertisement in an arena**



56 %

notice **arena board** advertising on ice



50 %

of arena visitors **will be influenced in their next purchase**

Influence on the style of shopping in the arena



45 %

of visitors intend to go to a restaurant or order online after visiting an arena



40 %

of arena visitors notice local banking and financial services businesses



42 %

of visitors are influenced in their purchases of clothing or shoes after visiting an arena

Canada's digital arena network that keeps you connected to sports communities across Canada

NAMG connect's YOUR BRAND and your business with athletes, families and sports fans in your community across Canada.

Our digital platforms offer:

- A network of screens in over 800+ arenas and sports complexes across Canada
- A network of 1500+ sports association websites across Canada.
- In over 430+ communities across Canada



Repetitive exposures
in your area through
the web

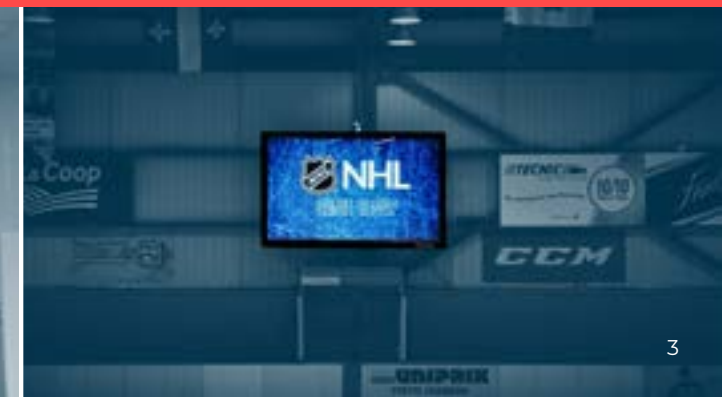


Captive clientele
from screens in
your area



Targeted clientele
with the streaming in
your region

Total NAMG Location map >



ARENA STATIC MEDIA :

at the center of our lives in many cities across Canada

An advertising media investment in a sports complex or arena promotes a very high profitability for your company because it is at the heart of a community. It also promotes an important social contribution, notably through the purchase of a rink board or with our various media opportunities.

Static Media Includes: Rink Boards, Wall Boards, Ice Pad Naming Rights, Ice Resurfer Wraps, Wall Wraps, Wall Clocks, Concessions, Dressing Rooms and more...



Loyal and repetitive audience, face-to-face and virtual (2x to 4x per week)

Between 200,000 and 1,000,000 visitors on average visit our arenas each year.



Mobile, active, affluent captive family demographic

Your target audience is emotionally engaged in the activity, which has a positive impact on your brand's association



Several hours of on-site viewing

Repetitive impressions adds to the impact of your advertising

Total NAMG Location map >



Why placed-based media ?



Delivers meaningful engagements with contextual relevance.



Cost-effective way to extend reach



High viewability



Long dwell times



Opportunity for an "experiential" element extension to any campaign



Safe media environment with no fraud



Community multi-sport facilities have surging visitor counts.



Other media opportunities to reach your targets through the Canadian sports universe

Our NAMG offer allows you to present your brand to a diverse, captive and passionate sports audience, regardless of the sport they play.

- College and University Sports Programs
- Jersey sponsorships
- Soccer fields and sponsorships
- Outdoor field hockey and turf sports
- Golf Courses
- Digital Sports Magazines
- OHL, WHL, QMJHL, NHL events, MLS, CFL and other events



In 2023

the five most popular sports in Canada were ice hockey, golf, soccer, running and basketball.*

86% of traffic is for recreational purposes

Most Canadians aged 15 participate in sport for recreation (86%), while 14% participate in competitive sport.*

* Source : [Canada Statistics](#)





NAMG offers you a personalized, up-to-date service, and values a human contact with our clients.

Contact us at any time, quickly and efficiently simply by calling or clicking below :



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