



2026/2027
Media Kit


EDGE SCHOOL

Independent School
and Athletic Facility



GET YOUR BRAND OFF THE BENCH AND INTO THE ACTION

The Edge School campus offers local, regional, and national companies a vibrant environment to showcase your business, activate your brand, and engage a broad market of customers. Our remarkable 170,000 square-foot campus is one of Calgary's premier training and education facilities.

The Edge campus, home of the Jim Davidson Sports Complex, is a hub of activity throughout the year. In addition to our Edge after school and summer programs, Edge hosts thousands of athletes and spectators of nationally and internationally competitive teams; individual student-athletes; local youth and adult sports leagues; and professional and semi-pro athlete training camps.

With world-class facilities for athlete training and competition, Edge School is a destination training and performance facility for recreational and high performance athletes alike.



High Performance Training Facility

The Duckett Performance Centre is a year-round training facility used by: professional athletes, including the Calgary Flames and Calgary Stampeders; semi-pro athletes from the Calgary Hitmen and Calgary Colts; and youth athletes, including the Calgary Blizzard soccer teams and Edge Mountaineers.

Year-Round Ice Rinks

Home to Edge Mountaineer hockey teams, Springbank Hockey Association, Bow River Minor Hockey Association, and the Calgary Adult Hockey League. Two NHL-sized arenas: the Kyle Stuart Memorial Arena and Kyle Stuart Alumni Arena are buzzing 17 hours a day, 7 days a week during hockey season, and 16 hours a day during spring and summer.

Gymnasiums

Our NBA-sized courts, are rented at full capacity during primetime hours to youth sports programs and numerous community groups. Significant social media photo and video exposure is earned by Alberta Basketball endorsed Edge Mountaineer basketball teams.

Dance Competition Host

Edge Studios, a prominent dance studio for beginners to pre-professional dancers, provides world-class training to Edge student-athletes and aspiring dancers in the community. As host to multiple annual competitions, more than 5,000 dancers and 48,000 spectators visit Edge School for dance competitions each year.

Stuart Duckett Field

The Edge School turf field is utilized 100% of primetime hours during soccer season, as the home field for Calgary Minor Soccer Association. Additional exposure is available with banner placement on the exterior fence wall, providing year-round visibility for visitors to our campus.



54%
Women

46%
Men

92%

of arena visitors
go at least once
per week

65

is the average
number of **minutes**
spent in the arena
watching on-ice
activities.

76%

are between
25-49 years old
vs. Canadian
population at 34%
Index 2.24

63%

have a
university
education
vs. Canadian
population at 28.5%
Index 2.21

50%

are professionals,
senior managers,
or senior
executives

68%

have have a
household
income of
\$100,000 +
vs. Median HHI for
end of 2015 = \$70,136
Index 1.42



96%

have at least
one vehicle in
the household.
vs. Canadian population
vehicle registrations at
93% Index 1.03

70%

have two or
more vehicles in
the household

30%

are likely to buy
a vehicle in the
next 12-months



81%

own their
home
vs. Canadian population
at 66.4% Index 1.22

75%

of these
homes are
mortgaged
vs. Canadian population
at 57% Index 1.32

83%

of arena visitors
have provided
unaided recall
or a bank

51%

have RRSP
investments
vs. Canadian population
at 65.2% Index 0.78



64%

of respondents are
responsible for
grocery shopping

79%

of breakfast
cereal consumers
eat cereal at least
once a week

85%

of arena visitors
have provided
unaided recall for
a QSR brand

91%

of respondents
have high speed
internet



65%

have taken
at least one
vacation in
the last year

61%

of arena patrons have
taken a vacation trip
out of the country
within the last year

65%

of arena patrons
have taken
overnight trips
within Canada

48%

of trips taken
included
airline flights

YOUR AUDIENCE

While the focus of our school will always be on our student-athletes, and building a culture of personal excellence in academics, athletics, and character, we do this as part of a growing community that is able to enjoy our facilities and engage in our programs year-round.

In addition to more than 450 student-athletes and their families, more than 400,000 athletes and spectators visit Edge Schools' facilities each year.

As an example, for each of our rinks alone, the average audience size per year is 180,000.

Edge School partners with REC Media to connect our brand, and yours, to this vibrant and diverse audience. The REC Media audience profile on the left highlights the impressive demographics and engagement potential available to sponsors through our facilities, events and digital platforms.

Put your brand front and center in our rinks, courts, field, or training facility with custom designed signage for your business.



Standard rink boards, signs and indoor/outdoor banners measure 4 feet x 8 feet, but [REC Media offers many other products](#), including but not limited to:

- Wallboards and murals
- Floor decals
- Stair risers
- Glass decals
- Door wraps
- Video display ads and much more

Contact foundation@edgeschool.com to discuss any of the potential options and pricing.

WEBSITES & SOCIAL MEDIA

Digital reach that delivers.

Edge School has a significant audience on our two websites and social media platforms – athletes, alumni, families, supporters, and partners who are passionate about our mission and role in our community.

Boost your brand awareness and social media impressions by advertising across [EdgeSchool.com](https://www.EdgeSchool.com), [EdgeMountaineers.com](https://www.EdgeMountaineers.com), and our social media platforms where thousands connect daily with Edge School and our various athletic programs.



70,000+

Combined monthly pageviews on
EdgeSchool.com and EdgeMountaineers.com



3,000,000+

*Combined monthly views across
our seven Edge social media accounts

**Views vary per account, here is an example from Sept. 18-Oct.17, 2025:*

Edge School Hockey page had 1,913,604 views, reaching 81,306 Instagram accounts

**Does not include an additional 912,000+ views earned as a post collaborator*

14,450+

@EdgeSchoolHockey

10,800+

@EdgePrepBasketball

8,418+

@Edge.School

6,227+

@EdgeStudiosYYC

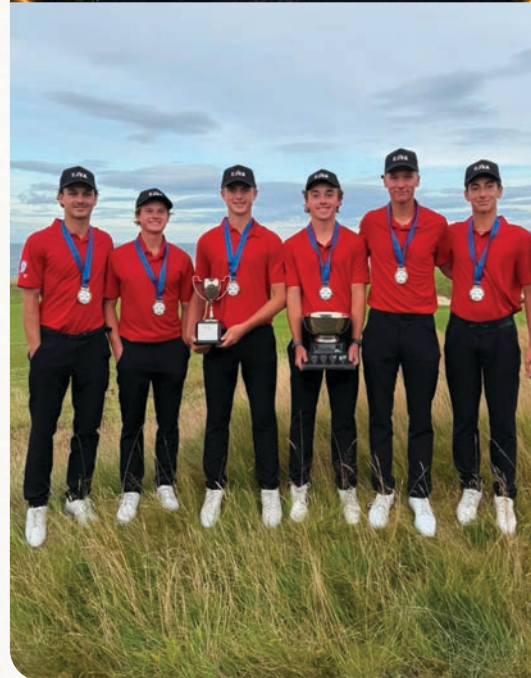
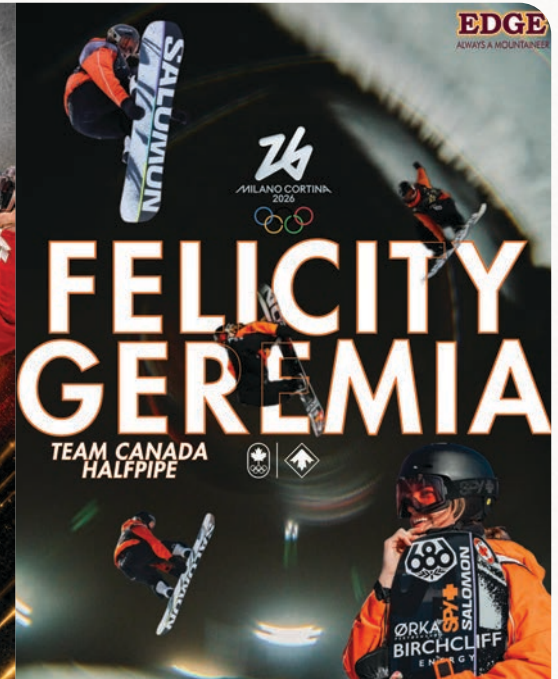
1,989+

@EdgeSchoolGolf

1,565+

@EdgeSchoolSoccer
@EdgeSchoolVolleyball

43,440+ Followers



SPONSORSHIP BUNDLES



Want to go beyond advertising?

Let's work together to unlock a unique opportunity for your brand.

There are a variety of options to connect with athletes and spectators on the Edge campus. Whether you see one option, or several, let's talk to find the best fit for your business, based on your business goals.

Contact the [Edge School Foundation](#) for donation inquiries or to discuss your business objectives. We will collaborate with you to build a sponsorship package that will help you to achieve your business goals.



Sponsor Benefits	Summit Bundle \$25,000	Ascent Bundle \$15,000	Expedition Bundle \$10,000
Corporate profile on Edge School website	x		
Opportunity to provide product samples at tournaments, competitions and events	2x per year	1x per year	
Video display: logo or brand message	x	x	x
Social media mentions	monthly	6x per year	4x per year
Venue signage: ice rinks, gyms, Stuart Duckett field, and high performance training centre	choice of 4*	choice of 2	choice of 1
Logo hyperlinked on both Edge websites	x	x	x
Benefits of Edge Charity Golf Classic sponsorship, including corporate logo recognition at the event	x	x	x
Foursome entry to the Edge Charity Golf Classic	2	1	1



EDGE SCHOOL

Located on the outskirts of Calgary, Alberta with a view of the magnificent Rocky Mountains, Edge Mountaineer teams and student-athletes are supported in a culture of personal excellence in academics, athletics, and character. The Edge School campus facility allows our student-athletes to train and compete locally, nationally, and internationally, and in a space enjoyed year-round by professional, semi-pro, and recreational athletes and spectators alike.

**33055 Township Road 250
Calgary, AB T3Z 1L4**

*The Edge School Foundation is a registered charity
Charity Registration Number: 840738413RR0001*