



by Offbeat Entertainment
climbyeg.com

Partnership Package

2026



Outdoor Recreational Climbing Facility

Open to the public, Climb YEG supports outdoor climbing YEAR-ROUND & become a must see tourist attraction. Climb YEG offers dry-tool ice climbing, traditional ice climbing, sport climbing & bouldering, providing opportunities for all ages to try, train & experience new activities through operations and major events.

The structure is constructed out of semi-permanent materials to international event hosting standards for both competitive ice climbing and sport climbing. The facility is supported by custom shipping containers which includes a self contained washroom, a ticketing office, food & beverage, technical training unit, shops, saunas, bouldering walls and more.

Climb YEG is the only facility of its kind in the World!

**Year-Round
Programs &
Access**



International Exposure: Training & Events

UIAA Ice Climbing World Tour

WINTER: 26 February - 1 March, 2026

In partnership with the UIAA, Climb YEG hosts athletes from 18-20 countries from all over the world for World Cup Ice Climbing, a NEW 2030 Olympic sport. The event provides exposure to over 8,000 people at the event & over 400,000 livestream viewers world wide.

National & International Sport Climbing

SUMMER: 26-28 June, 2026

Climb YEG hosts sport climbing athletes from across North America providing opportunities for year-round events. We are working with Explore Edmonton for additional sport climbing event hosting, such as the first IFSC World Cup event in Canada.

High Performance Training

YEAR-ROUND

Providing high performance training opportunities & sport development for Canadian athletes at a world class venue. The home of Ice Climbing Canada.

**Annual
International
Events**



Multiple Facilities: Climb YYC Opening Soon!

Downtown Calgary Climbing

OPENING: Summer 2026

In partnership with the City of Calgary, Tourism Calgary & Climb YEG, we will be offering world class climbing & events in the centre of Calgary, Alberta. Open to the public, we will continue to develop ice climbing in Canada.

Outdoor Adventure Hub

YEAR-ROUND EXCITEMENT

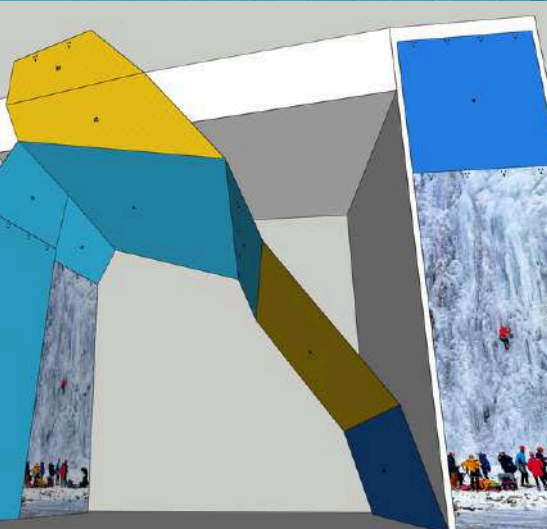
Climb YYC will play host to adventure enthusiasts with high performance training, rope rescue & high angle tourist activities plus outdoor gear rentals, food & beverage & more. Climb YYC will be the go to destination for adventure in Calgary.

High Performance Training

YEAR-ROUND

Providing high performance training opportunities & sport development for Canadian athletes at a world class venue. The home of Ice Climbing Canada and a training centre for rope rescue, stunt actors & other extreme sports athletes.

**Downtown
Calgary
Adventure
Hub**



Team Canada Athletes

Ice Climbing World Tour

WINTER 2025/26

In partnership with the UIAA & Ice Climbing Canada, we play host to Team Canada athletes competing all over the world on the UIAA Ice Climbing World Tour.

High Performance Training

YEAR-ROUND

Providing high performance exposure through training opportunities & sport development with Canadian Athletes

Current Team Athletes

Joseph Banks - Lead & Speed

Deseree Gerber - Lead

Abby Sarmiento - Lead

Emily Schmidt - Lead

Jeffrey Thompson - Lead

Jessica Zerb - Lead

**Competing:
Ice Climbing
World Tour**



Local & Global Reach

Community

The project delivers unique events, year-round activities & outdoor experiences combining sports, recreation, arts & culture.



Local Business

Local businesses are involved to deliver all aspects of the project. The project engages & highlights 40-50 local businesses.



Travel & Tourism

Climb YEG attracts over 24,000 visitors annually. The one of a kind facility features exciting events, unique activities & engaging experiences that highlight partners on an international scale.

Programs

Climb YEG provides people with the opportunity to experience traditionally inaccessible outdoor recreation in an accessible way. Program offerings deliver upwards of 6,000 experiences annually & includes the only competitive youth ice climbing team in Canada.



Marketing STATS

3.1 Million

- 3.1M Unique views of video content
- Through partnerships: Additional reach of 6M & viral views of 13M

439,100

- The 2025 was livestreamed resulting in 439,100 views
- This is through Caffeine TV, Epic TV & YouTube

29,000

- ClimbYEG.com reached 29,000 customers since January 1, 2025
- 90% of visitors are Canadian, 6% from the US & 4% worldwide



\$22,500

- Projected annual marketing spend is \$22,500
- Includes marketing for operations, Ice Climbing World Cup & Sport Climbing events
- Additional Marketing support is provided by local influencers & Travel Alberta

24,000

- Total annual visits through events, tourism visitors, try-it programs & facility operations
- Additional visitors to view the structure for aesthetic reasons are not included

Other Notables

- A documentary "On Thin Ice" featuring the Edmonton facility was created in 2024
- Climb YEG is a featured activity by Fairmont Hotels and Resorts
- Event of the year finalist in the 2025 Edmonton Tourism Awards



Annual Economic Impact*

2025 = \$10.5 Million

\$3.8 Million

Total Economic Impact from 2025 UIAA Ice Climbing World Cup

\$3.3 Million

Total Economic Impact for the 2025 North American Cup Series

\$3.4 Million

Total annual Economic Impact for regular operations

3482 Jobs Supported

15 Employees

Totalling 2.9 FTE

1,915 Volunteer Hours

Provided by 230 volunteers

\$78,809 Annual Local Taxes

10,117 Room Nights Demand

*Projected from calculations received from Explore Edmonton for Climb YEG only



Climb YEG TITLE Sponsor

\$25,000

1 available



Opportunity

Help us bring this project to life & make outdoor recreation more accessible! The TITLE Sponsor will have access to naming rights of Climb YEG (presented by) & be featured on all marketing & promotions including opportunities at all community & international hosted events. The Title Sponsor also has access to programming for company events & activities.

Benefits for partner

- Logo on operations & event signage
- Logo on digital assets
- Logo & partner profile on website
- Live mentions, speaking & vendor opportunities at events
- Exposure on international event marketing & livestream
- Social media/Influencer reach
- Featured in tailored press release
- Free admission passes for year-round use
- VIP access to events
- Other collaborative activation opportunities

Event TITLE Sponsor

\$15,000

2 available



Opportunity

Help us bring exciting international competition to Edmonton & put the city on the map! The Event TITLE Sponsor will have access to present UAA Ice Climbing World Cup & YEG Ice Fest in February OR the North American Cup Series in June while being featured on all promotions for the event. Each multi-day event have FREE public access featuring a variety of outdoor activities & entertainment.

Benefits for partner

- Logo on event signage
- Logo on digital assets for event
- Logo & partner profile on website
- Live mentions, speaking & vendor opportunities at event
- Exposure on international event marketing & livestream
- Social media/Influencer reach
- Featured in tailored press release
- VIP access to event
- Other collaborative activation opportunities

Climb YYC TITLE Sponsor

\$25,000

1 available



Opportunity

Help us bring this project to life & make outdoor recreation more accessible! The TITLE Sponsor will have access to naming rights of Climb YYC (presented by) & be featured on all marketing & promotions including opportunities at all community & international hosted events. The Title Sponsor also has access to programming for company events & activities.

Benefits for partner

- Logo on operations & event signage
- Logo on digital assets
- Logo & partner profile on website
- Live mentions, speaking & vendor opportunities at events
- Exposure on international event marketing & livestream
- Social media/Influencer reach
- Featured in tailored press release
- Free admission passes for year-round use
- VIP access to events
- Other collaborative activation opportunities

Program Sponsors



\$10,000+

Climb YEG

\$10,000+

Climb YYC

**Community Competitions & operations programs have a registration fee: spectators are FREE*

GOLD Premier Activity Sponsors

Climb YEG & Climb YYC provide year-round opportunities to engage with the outdoor recreation community. Publicly accessible activities can include:

- Community Competitions
- Try-It Programs
- Activities year-round OR at events
- Entertainment, Art & Design

Benefits for partners

- Exclusive rights over chosen activity with FREE* community access
- Physical & digital co-branding
- Influencer marketing opportunities
- Operations & VIP Event access
- Other opportunities for activations

SILVER / Food & Beverage Sponsors

Climb YEG provides year-round exposure to a variety of local and international markets. Opportunities include:

- Year-round operations
- YEG Ice Fest (February)
- North American Cup Series (June)
- Team Canada Try-Outs (September)

Benefits for partners

- Exclusive food OR beverage rights for chosen area
- Physical & digital co-branding
- Curated press release when talking about program
- Operations & VIP Event access
- Other opportunities for activations



\$5,000+

Climb YEG

\$5,000+

Climb YYC

Other Opportunities

\$2,500+

Climb YEG



\$2,500+

Climb YYC

BRONZE Sponsors

Choose your own adventure! We can curate a special partnership package for you based on your price range. Activity areas can include:

- Volunteer appreciation
- After-party
- Vendor area
- Supplementary event activities
- Year-round operational programs
- & more!

Benefits for partners

- Flexibility on contribution
- Curate your own experience!
- Can choose from inventory of opportunities
- Brand recognition customized to fit your budget & level of support

Project Supporters

We can't make this project possible without the help from community supporters. Value in kind services & products contribute towards your sponsorship level. We work with a wide range of partners to deliver year-round programming, tourism services, community activities & major international events.

Benefits for partners

- Flexibility on type of contribution
- Be part of this unique project while supporting its ability to grow
- A wide variety of activation opportunities
- Brand recognition customized to fit your budget & level of support

**Value
In Kind**



Team TITLE Sponsor



\$10,000

1 available

Opportunity

Help us bring exciting international competition to **Edmonton** & put the city on the map! The Event TITLE Sponsor will have access to present UIAA Ice Climbing World Cup & YEG Ice Fest in February OR the North American Cup Series in June while being featured on all promotions for the event. Each multi-day event have FREE public access featuring a variety of outdoor activities & entertainment.

Benefits for partner

- Logo on event signage
- Logo on digital assets for event
- Logo & partner profile on website
- Live mentions, speaking & vendor opportunities at event
- Exposure on international event marketing & livestream
- Social media/Influencer reach
- Featured in tailored press release
- VIP access to event
- Other collaborative activation opportunities

Team Sponsorship



Cash Sponsors

Choose your own adventure! We can curate a special partnership package for you based on your price range.

Sponsorship Tiers include:

- GOLD = \$5,000+
- SILVER = \$2,500
- BRONZE = \$1,000

Benefits for partners

- Flexibility on contribution
- Curate your own experience!
- Can choose from inventory of opportunities
- Brand recognition customized to fit your budget & level of support
- All levels include recognition on the Ice Climbing World Tour



Team Supporters

We can't make this project possible without the help from community supporters. Value in kind services & products contribute towards your sponsorship level. Support in a variety of areas, including travel, equipment, training gear & more, greatly helps our athletes develop.

Benefits for partners

- Flexibility on type of contribution
- Be part of this unique project while supporting its ability to grow
- A wide variety of activation opportunities
- Brand recognition customized to fit your budget & level of support



ABOUT OFFBEAT ENTERTAINMENT

Offbeat Entertainment specializes in professional, high quality event management and tourism services of all sizes to help grow brands, destinations & business.

Our goal is to create events and experiences that are different from the ordinary, usual, or expected. We aim to create the best all round experience by turning ideas into realities.

Vision

Done differently: Delivering high quality, customizable products and events.

Mission

Exceeding expectations to create the best possible visitor experience.

Choose Your Adventure

Build Your Package

Choose one from each column

Climb YEG	Climb YYC	Team
☐ TITLE \$25,000	☐ TITLE \$25,000	☐ TITLE \$10,000
☐ EVENT \$15,000	Coming 2027	N/A
☐ GOLD \$10,000	☐ GOLD \$10,000	☐ GOLD \$5,000
☐ SILVER \$5,000	☐ SILVER \$5,000	☐ SILVER \$2,500
☐ BRONZE \$2,500	☐ BRONZE \$2,500	☐ BRONZE \$1,000
☐ Value In Kind Approx \$ _____	☐ Value In Kind Approx \$ _____	☐ Value In Kind Approx \$ _____
☐ Not a Fit	☐ Not a Fit	☐ Not a Fit

Total Sponsorship:

Thanks for your support!





PROJECT MANAGEMENT

Climb YEG & Climb YYC are managed by Offbeat Entertainment & the team behind a number of major international climbing events in Edmonton with the support of local, national & international partners:

- The Alpine Club of Canada (ACC)
- Climbing Escalade Canada (CEC)
- Ice Climbing Canada (ICC)
- The International Climbing and Mountaineering Federation (UIAA)

We cannot wait to be able to work with you on this project too!

CONTACT

Adam Luciuk

780-718-4878

adam@offbeatentertainment.ca



OFFBEAT.
ENTERTAINMENT