NexSource Centre Advertising and Sponsorship Opportunities



Invest in the heart of community!



Welcome to the NexSource Centre



Invest, Connect, Engage

The NexSource Centre is the heart of Sylvan Lake, showcasing community spirit and the love of all things recreation. Our 155,000+ square foot leisure and wellness centre is where community is built; in fact, the centre is the result of our community coming together to support and fundraise.

Corporate Citizenship

Sponsorship ensures the NexSource Centre continues to enrich our community by:

- · Offering first-rate services and equipment,
- · Encouraging active, healthy lifestyles, and
- Promoting togetherness and social richness.

Your sponsorship lets the community know that your business cares!





High Traffic Community Hub

The NexSource Centre is a dynamic hub of activity through all seasons, drawing thousands of people from Sylvan Lake and beyond. In 2017/2018, our inaugural year, we had:

- Over 400,000 visits,
- 2,016 memberships sold March 31, 2017 to April 18, 2018,
- 233 recreation, art and culture, and drop-in programs,
- 657 aquatics programs offered, and
- Approximately 77 employees

Our Reach is Local, Regional, Provincial, and Beyond

Regional Sporting Events

- Hlinka Gretzky Cup
- Tournament of Champions
- Hockey Alberta Coaches Development
- Sylvan Lake Figure Skating competition
- RDC Queens Hockey
- Alberta Broomball Association Provincials
- Tim Hortons Holiday Skate
- Canada 150 Skate
- NexSource Summer Games
- Tim Hortons' Fall Invitational Swim Meet

Community Events

- · Spirit of Sylvan Yuletide Festival
- Remembrance Day Community Service
- HJ Cody High School Graduation
- Town of Sylvan Lake Flannel and Feast Festival
- Mayors Walk
- Holiday Movies
- Summer Camps

Celebrations & Gatherings

- Meetings and conferences
- Weddings
- Baby Showers
- Celebrations of Life



Sponsorships

Sponsorship Opportunities

	Annual Payment	Total
Sponsorship Spaces*	(five-year Term)	Valuation
Arena 1	\$50,000	\$250,000
Arena 1 Away Bench	\$5,000	\$25,000
Arena 1 Home Bench	\$5,000	\$25,000
Arena 1 Score Clock	\$5,000	\$25,000
Arena 2	\$50,000	\$250,000
Arena 2 Away Bench	\$5,000	\$25,000
Arena 2 Home Bench	\$5,000	\$25,000
Arena 2 Score Clock	\$5,000	\$25,000
Children's Play Space	\$10,000	\$50,000
Concession	\$10,000	\$50,000
Curling Locker Rooms	\$2,000	\$10,000
Curling Rink	\$50,000	\$250,000
Curling Sheet (Centre)	\$5,000	\$25,000
Curling Sheets (2 Spaces)	\$4,000	\$20,000
Dressing Room (9 Spaces)	\$4,000	\$20,000
Elevator	\$4,000	\$20,000
Facility Naming Rights	\$100,000	\$500,000
Ice Resurfacer	\$15,000	\$75,000
Meeting Rooms	\$2,000	\$10,000
Multipurpose Rooms	\$15,000	\$75,000
Public Washrooms	\$2,000	\$10,000
Referee Rooms (2 Spaces)	\$2,000	\$10,000
Running Track	\$10,000	\$50,000
Senior's Activity Centre	\$50,000	\$250,000
Studio/Warmup Room	\$2,000	\$10,000
Swimming Pool	\$50,000	\$250,000

^{*}Contact us for availability. All in-ice advertising must be produced prior to ice installation.



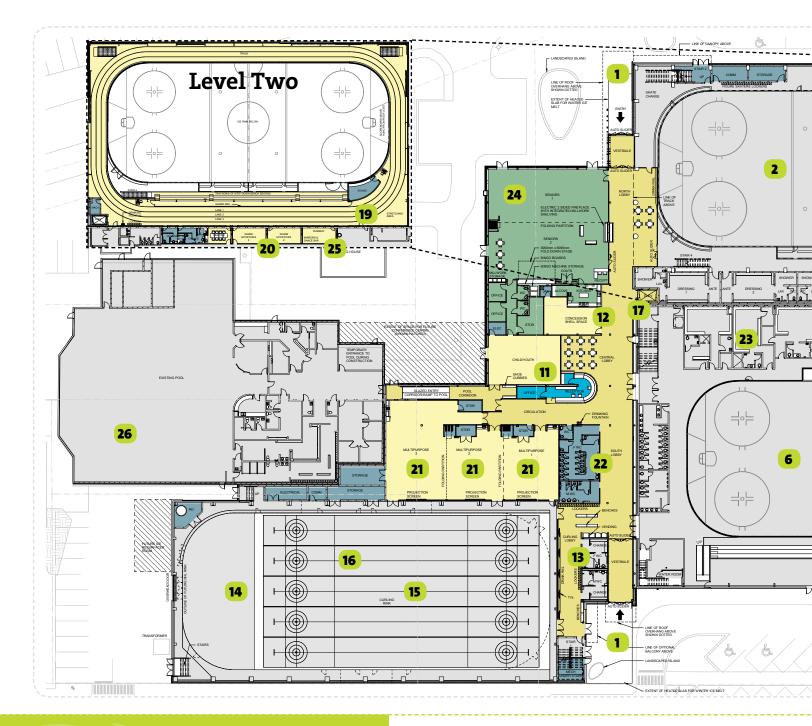


Sponsor Recognition Benefits

Complimentary Facility Rental		 		 		 		 	 	✓
Ad in Sylvan Lake News & Press Release		: : : : : :							√	√
Cheque Presentation Event		 					 	✓	√	√
Thank You Gift		 					✓	√	✓	√
Naming Opportunity Where Appropriate		: 				√	✓	√	√	√
Photo Opportunity					✓	√	✓	√	✓	√
Framed Certificate					✓	√	✓	√	✓	√
Recognition on our Donor Wall		 		✓	✓	✓	✓	✓	✓	√
Recognition on our Website Donor List		 	✓	√	✓	✓	✓	√	✓	√
Mention in Sylvan Lake News		✓	✓	√	✓	✓	✓	✓	√	√
Thank You Letter and Tax Receipt	✓	✓	√	√	√	√	✓	✓	✓	√
	\$24 - 499	666\$ - 005\$	\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,000	\$50,000 - \$99,999	\$100,000 - \$249,000	\$250,000 - \$499,000	\$500,000 and Up



Built for Growth

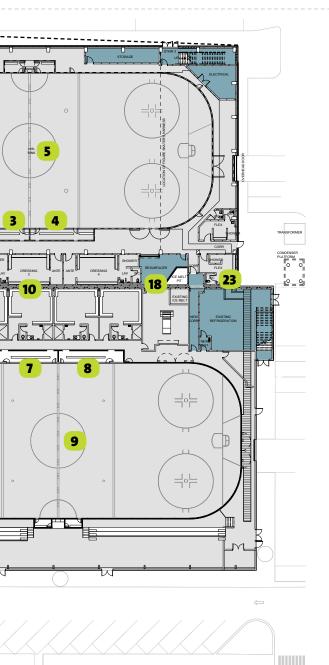


Our Growing Community

Constructed to meet the needs of an ever-growing community, the NexSource Centre offers long-term investment opportunities.

Our Facilities:

- Two NHL-sized arenas and ice surfaces,
- Curling rink with five sheets of ice,
- Swimming pool
- · Children's play area,
- · Senior's activity lounge,
- Studio and warmup room, and
- Running/walking track.



Sponsorship Legend

Sponsorship Spaces*	Map#		
Facility Naming Rights	1		
Arena 1	2		
Arena 1 Away Bench	3		
Arena 1 Home Bench	4		
Arena 1 Score Clock	5		
Arena 2	6		
Arena 2 Away Bench	7		
Arena 2 Home Bench	8		
Arena 2 Score Clock	9		
Arena Dressing Room (9 Available)	10		
Children's Play Space	11		
Concession	12		
Curling Locker Rooms	13		
Curling Rink	14		
Curling Sheet – Centre	15		
Curling Sheets (2 Available)	16		
Elevator	17		
Ice Resurfacer	18		
Indoor Running Track (Level 2)	19		
Meeting Rooms (Level 2)	20		
Multipurpose Rooms	21		
Public Washrooms	22		
Referee Rooms (2 Available)	23		
Senior's Activity Centre	24		
Studio/Warmup Room (Level 2)	25		
Swimming Pool	26		

*Contact us for availability.

Business and Event Facilities:

- Multipurpose rooms for performances, banquets, conferences, and parties,
- Viewpoint lounge,
- Meeting rooms, and
- · Concession and catering.



Centre Naming Rights





Our Premier Sponsorship Opportunity

Get mentioned in conversation, and in both print and online publications each time an event, course, or publication lists the recreation centre as a location. Become a cornerstone in the community.



10-Year Naming Rights: \$500,000 5-Year Term: \$100,000 per year

Your sponsorship includes:

- Signage above the north exterior doors,
- Signage on the south wall,
- Your name identifies the rink everywhere we publish events, such as: the Sylvan Lake Community Guide, and on our website, and
- Your logo becomes part of the facility's logo.

- Ad in Sylvan Lake News
- Press release
- Cheque presentation event
- · Thank you gift
- Naming opportunity
- Photo opportunity
- · Framed certificate

- Recognition on donor wall
- Recognition on our website and FaceBook page
- Thank you letter
- Tax receipt



Two Arenas



Our two arenas are bustling with activity. Events bring aspiring athletes, travelling teams, and families to the arenas. When spectators come from across Alberta and beyond, they could be meeting in an arena bearing your name!

2 Arenas Available

10-Year Naming Rights: \$250,000 5-Year Term: \$50,000 per year

Your sponsorship includes:

- Signage on the entrance doors,
- A centre in-ice logo, (must be created prior to ice installation) and
- Your name identifies the arena everywhere we publish events, such as: the Sylvan Lake Community Guide, and on our website.

- Ad in Sylvan Lake News
- Press release
- Cheque presentation event
- Thank you gift
- Naming opportunity
- Photo opportunity
- Framed certificate

- Recognition on donor wall
- Recognition on our website and FaceBook page
- Thank you letter
- Tax receipt



Arena Dressing and Referee Rooms

Dressing Rooms - 9 Spaces

10-Year Naming Rights: \$20,000

5-Year Term: \$4,000 per year

Referee Rooms - 2 Spaces

10-Year Naming Rights: \$10,000

5-Year Term: \$2,000 per year

The high-traffic dressing and referee rooms support a myriad of activities. Each door exterior boasts your signage. Your brand also accompanies players and referees inside the rooms, as they chat, change, and prepare.

Your sponsorship includes:

- · Signage on the exterior of the door, and
- Signage on one interior wall of the room.

Plus the following:

- Naming opportunity
- Photo opportunity
- Framed certificate
- Recognition on donor wall
- Recognition on our website and FaceBook page
- · Thank you letter
- Tax receipt



Celebration: Associate your business and brand with community growth and celebration.

More Arena Opportunities



Arena Sponsorships

Sponsorship Spaces*	Annual Payment (five- year term)	Total Valuation	Thank You Gift & Tax Receipt	Newspaper Mention	Website & Donor List	Donor Wall Recognition	Certificate	Photo	Naming Opportunity**	Thank You Gift
Arena 1 Away Bench	\$5,000	\$25,000	✓	√	✓	✓	\checkmark	✓		
Arena 1 Home Bench	\$5,000	\$25,000	✓	√	✓	✓	\checkmark	✓		
Arena 1 Score Clock	\$5,000	\$25,000	✓	✓	✓	✓	\checkmark	✓	✓	
Arena 2 Away Bench	\$5,000	\$25,000	✓	✓	✓	✓	✓	✓	✓	
Arena 2 Home Bench	\$5,000	\$25,000	✓	✓	✓	✓	✓	✓	✓	
Arena 2 Score Clock	\$5,000	\$25,000	✓	✓	✓	✓	✓	✓	✓	
Ice Resurfacer	\$15,000	\$75,000	✓	✓	✓	✓	✓	✓	✓	✓

^{*}Contact us for availability and details. **Where appropriate



Custom Advertising

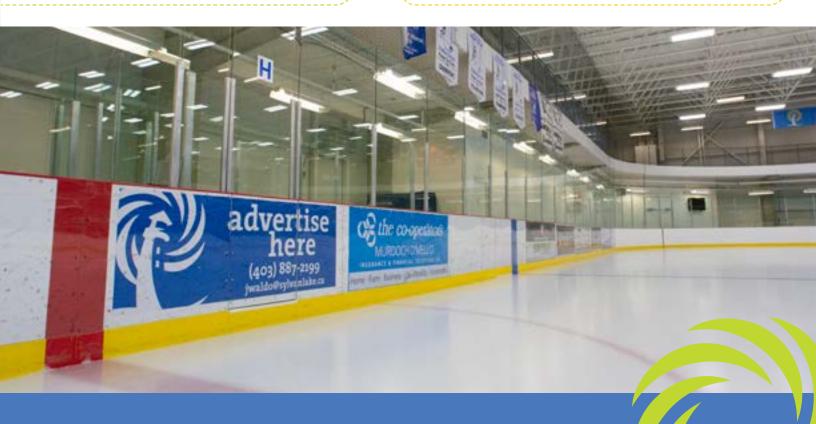
We have opportunities for businesses of all sizes.

If you don't see a sponsorship or an advertising space that fits your needs, we'll create one for you!

Advertising Opportunities

Arena 1 Sponsorship Spaces*	Annual Payment (Non-Profit)	Annual Payment
In-Ice Logo Centre Ice, Including Logo	\$6,000	\$7,200
In-Ice Logos, Including Logo	\$1,200	\$,1,440
Rink Boards, Large	\$650	\$780
Rink Board, Regular	\$450	\$540
Wall Signage	\$850	\$1020
Bleacher Steps	\$300	\$360

*Contact us for availability. All in-ice advertising must be produced prior to ice installation.



LiveBarn Live Streaming: Watch events in our arenas live and on demand from anywhere, at any time, on any device.

Curling Rink



The rink hosts major curling events such as bonspiels and provincial tournaments. Athletes and spectators from across Alberta visit the rink every year. After the curling season, rentable space for tradeshows, banquets, and events offers continued exposure.

10-Year Naming Rights: \$250,000

5-Year Term: \$50,000 per year

Your sponsorship includes:

- Signage on the entrance doors, and
- Your name identifies the rink everywhere we publish events, such as: the Sylvan Lake Community Guide, and on our website.

- Ad in Sylvan Lake News
- Press release
- Cheque presentation event
- Thank you gift
- Naming opportunity
- Photo opportunity
- Framed certificate

- Recognition on donor wall
- Recognition on our website and FaceBook page
- Thank you letter
- Tax receipt

Curling Sheets

Centre Sheet

10-Year Naming Rights: \$25,000

5-Year Term: \$5,000 per year

Outer Sheets - 2 Spaces

10-Year Naming Rights: \$20,000

5-Year Term: \$4,000 per year

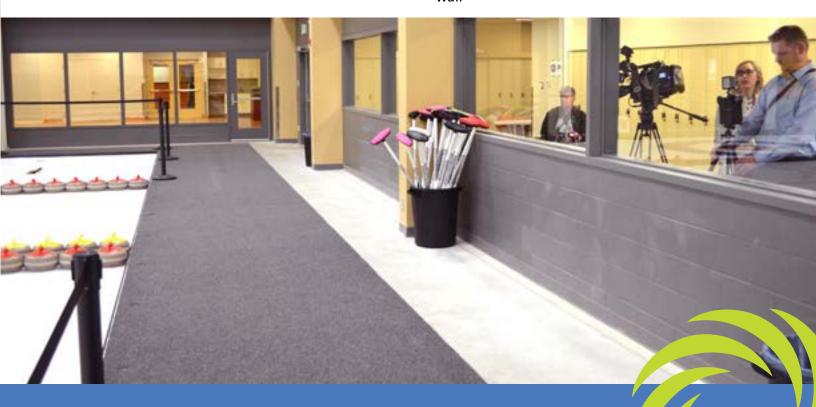
Curling is an integral part of Sylvan Lake's community. Participants range from casual club members and serious athletes, to family and friends watching the game from the Viewpoint Lounge.

Your sponsorship includes:

- Centre Sheet: centre ice logo roughly 10'x 8,' or
- Outer Sheets: two in-ice logos roughly 4' x 3' located outside the hog lines, and
- All in-ice advertising must be produced prior to ice installation.

Plus the following:

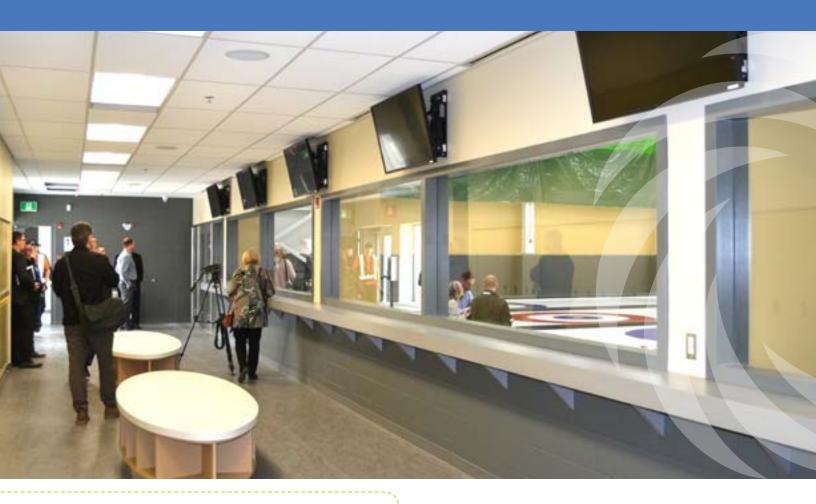
- Thank you gift
- Naming opportunity
- Photo opportunity
- Framed certificate
- Recognition on donor wall
- Recognition on our website and FaceBook page
- Thank you letter
- Tax receipt



Reach: Our curling rink hosted the 2014 Alberta Scotties. SportsNet

West covered the event and connected with outside audiences.

Curling Rink Locker Rooms



The locker room foyer is the lower viewing area of the curling rink, and is open to through traffic. The Sylvan Lake Curling Club keeps the locker rooms busy in the winter. Special Events keep the traffic flowing in the summer.

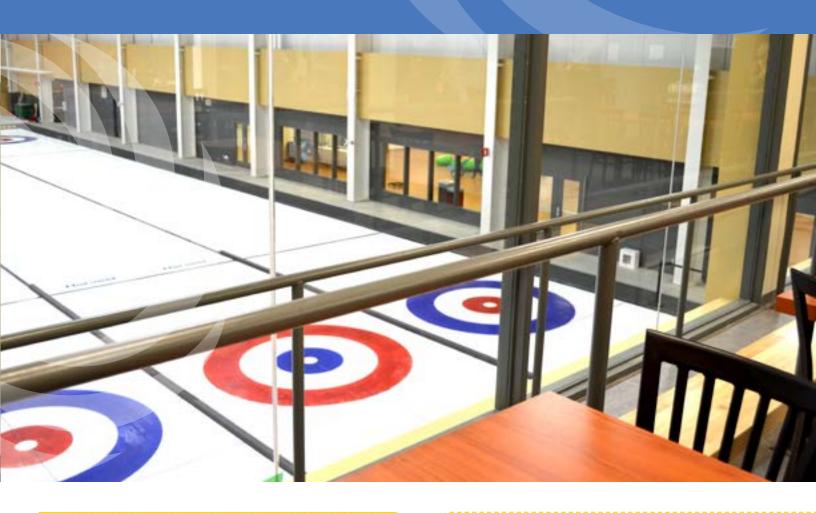
1 Women's and 1 Men's Locker Room 10-Year Naming Rights: \$10,000 5-Year Term: \$2,000 per year

Your sponsorship includes:

• Signage above the entrance doors.

- Naming opportunity
- Photo opportunity
- · Framed certificate
- Recognition on donor wall
- Recognition on our website and FaceBook page
- · Thank you letter, and
- · Tax receipt.

Curling Rink In-Ice Logos



In-Ice Logo Advertising

Advertising Spaces*	Payment
Full House	\$900 per house
Full House (Both houses)	\$1,600
Hog Line	\$380 per line
Hog Line (Both lines)	\$600
16 Rocks	\$500 per sheet
Entire Sheet	\$3,000

^{*}Contact us for availability. All in-ice advertising must be produced prior to ice installation.



The Viewpoint Lounge: Overlooking the rink, the lounge hosts spectators and special events such as Craft Beer by the Lake.

Swimming Pool



This well-established facility serves thousands of users per year and offers programs for all ages. We're accommodating increased traffic with recent pool upgrades.

10-Year Naming Rights: \$250,000 5-Year Term: \$50,000 per year

Your sponsorship includes:

- Hanging overhead sign in the main hallway leading towards the swimming pool, and
- Signage above the doors going into the pool, visible from the lobby.

- · Ad in Sylvan Lake News
- Press release
- Cheque presentation event
- Thank you gift
- Naming opportunity
- Photo opportunity
- Framed certificate

- Recognition on donor wall
- Recognition on our website and FaceBook page
- · Thank you letter
- Tax receipt



Public Washrooms



Your sponsorship includes:

• Signage on the exterior of the washrooms.

Plus the following:

- Naming opportunity
- Photo opportunity
- Framed certificate
- Recognition on donor wall
- Recognition on our website and FaceBook page
- Thank you letter
- Tax receipt

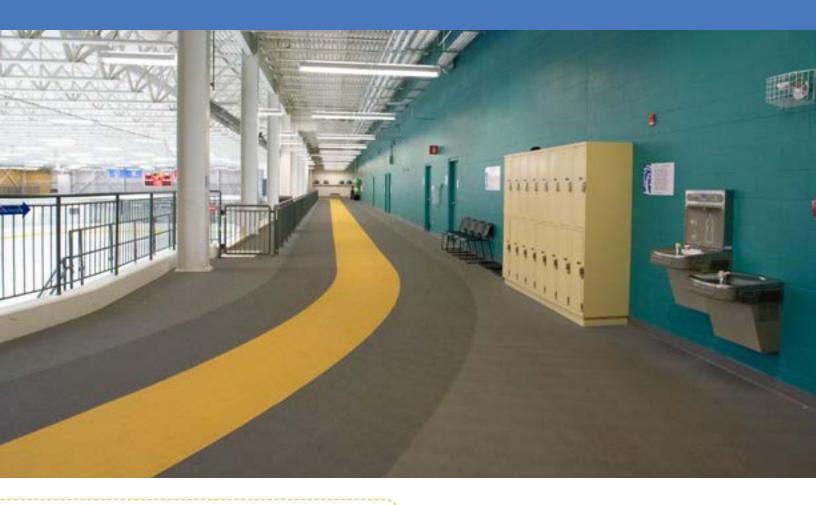
The exterior of the washrooms face the highest traffic corridor in facility.

10-Year Naming Rights: \$10,000

5-Year Term: \$2,000 per year



Running Track



The running track offers recreational activities for runners and walkers of all ages and abilities. Gain brand recognition while associating your business with self-improvement and accomplishment.

10-Year Naming Rights: \$50,000 5-Year Term: \$10,000 per year

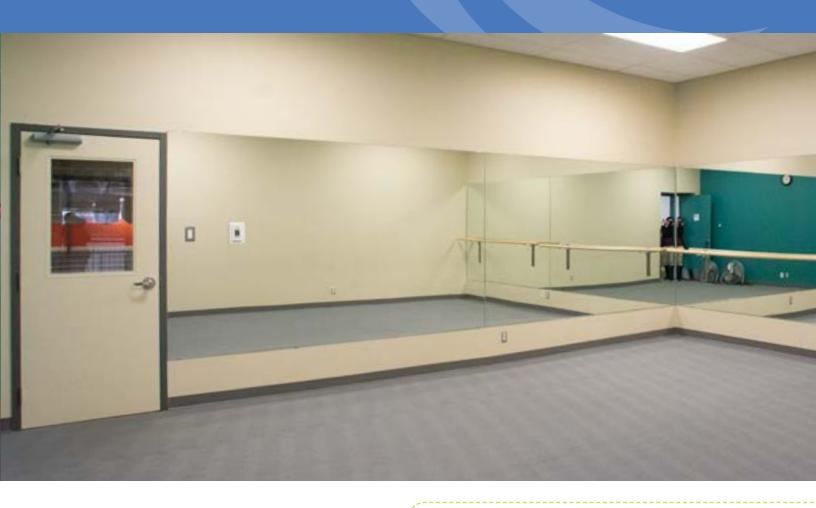
Your sponsorship includes:

- · In-floor logo at the entrance of the track, and
- Your logo on the largest wall across from the entrance.

- Ad in Sylvan Lake News
- Press release
- Cheque presentation event
- Thank you gift
- Naming opportunity
- Photo opportunity
- Framed certificate

- Recognition on donor wall
- Recognition on our website and FaceBook page
- Thank you letter
- Tax receipt

Studio Warm-Up Room



Your sponsorship includes:

- · Signage above or beside the door, and
- Your name identifies this room everywhere we publish events, such as in the Sylvan Lake Community Guide, and on our website.

Plus the following:

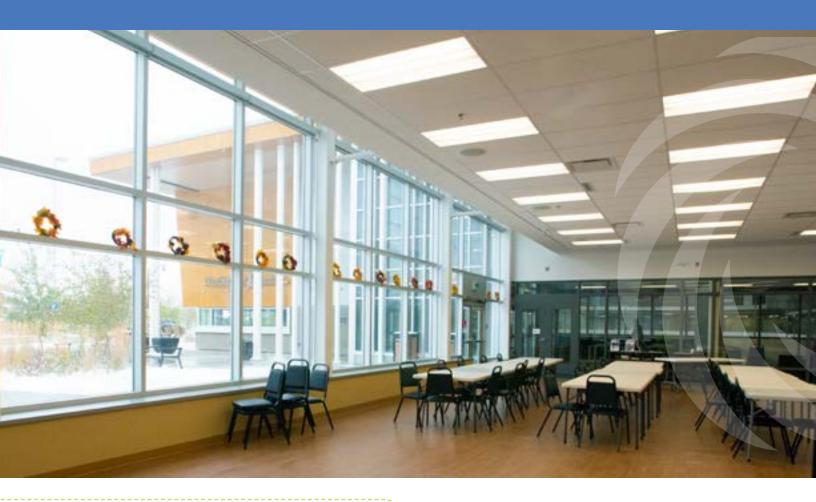
- Naming opportunity
- Photo opportunity
- · Framed certificate
- Recognition on donor wall
- Recognition on our website and FaceBook page
- · Thank you letter
- Tax receipt

The studio hosts a variety of local and nonlocal events. Users of all ages come for events such as yoga classes, dance classes, game warm-ups, and game cool-downs.

10-Year Naming Rights: \$10,000 5-Year Term: \$2,000 per year



Seniors Centre



Spacious, open, and bright, the Senior's Centre hosts the well-established Senior's Association. The space is available for rentals and accommodates many types of events.

10-Year Naming Rights: \$250,000 5-Year Term: \$50,000 per year

Your sponsorship includes:

• Signage on the exterior wall, visible from the lobby and main entrance.

- Ad in Sylvan Lake News
- Press release
- Cheque presentation event
- Thank you gift
- Naming opportunity
- Photo opportunity
- Framed certificate
- Recognition on donor wall

- Recognition on our website and FaceBook page
- Thank you letter
- Tax receipt







Our modern sports facilities and ample space for business meetings, conferences, parties, weddings, and events will provide a continual stream of diverse traffic for years to come.

Contact us today!





Brand RecognitionCORPORATE CITIZENSHIP

Call today for your personalized proposal and information package.

If you don't see a sponsorship or an advertising space that fits your needs, we'll create one for you!

Jared Waldo

Sales and Marketing Coordinator

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