



Syncrude SPORT &
WELLNESS CENTRE

SSWC

NAMING RIGHTS & ADVERTISING PACKAGE

KEYANO.CA/SSWC | 780.791.7792



OVERVIEW

The Syncrude Sport and Wellness Centre (SSWC) is a multi-sport facility that is the home for Huskies Athletics and community use. This package will outline the different areas that are available for naming rights, as well as various advertising opportunities.

The SSWC has a monthly average of over 1,600 unique members using our facility since the beginning of our fiscal year of July 1, 2023. These members have resulted in a total of 73,791 non-unique visits for the fitness centre, and track. Additionally, our fieldhouses are open to drop in use as well as bookings for sports leagues, special events, and birthday parties. Since July 1st, our non-unique bookings attendance has been an average of 8,741 people a month. This number includes parents attending Toddler Time in either Fieldhouse 2 or Fieldhouse 3. and estimates those using either Fieldhouse 2 or Fieldhouse 3 for birthday parties, events, and various sports leagues such as volleyball, and Fort McMurray Youth Soccer.

Building Naming Rights – SOLD until December 2027

Fieldhouse 1 and Fieldhouse 2 Naming Rights – SOLD until December 2028



AVAILABLE NAMING RIGHTS

All naming rights are a minimum 3-year commitment.

- FIELDHOUSE 3 – SYNTHETIC - \$30,000/YEAR**

Many small-large events are held in this space with is great for exposure of all demographics from those booking the space for sports leagues such as volleyball or ball-hockey, parties, special events, and the Keyano Gala.
- FITNESS CENTRE & HP STUDIO - \$50,000/YEAR**

This space is being consistently used by our current 2,370 members. Signage for this area will also have increased exposure to those just dropping in to use the track, the Group Fitness Studio, and community members heading to the Huskies Coaches' Offices. This naming will include the rights to the fitness facility as well as the High-Performance Studio within the facility.
- GROUP FITNESS STUDIO - \$10,000/YEAR**

This space is available to the 2,370 current members and has 12 classes scheduled weekly. Signage for this area will also have increased exposure to those using the track, heading to the Fitness Centre, and community members heading to the Huskies Coaches' Offices.
- RUNNING TRACK - \$10,000/YEAR**

This space is used by the 2,370 current members and drop-in users. Signage for this area will also have increased exposure to those using the fitness centre, heading to the Group Fitness Studio, and community members heading to the Huskies Coaches' Offices.
- MEDIA ROOM - \$5,000/YEAR**

The media room is where all the broadcasting and announcing happens for all court sports. Additional exposure of signage that will be visible to all Huskies Fans, users of Fieldhouse 1, Running Track, and the Fitness Center.

RECOGNITION FOR NAMING RIGHTS

- Logo displayed on prominent signage in correlation to naming area. Size and material determined by Marketing and Facilities. Signage size will vary depending on location and area.
- Press Release to be sent to Mayor and Council, Board of Directors, and Executive, within Keyano College's staff emails and media outlets.
- Logo displayed for the duration of partnership on Fieldhouse 1 big screen.
- Social Media Recognition on main Keyano College Facebook, Instagram, and Twitter page, along with Huskies Athletic sports pages (Facebook and Twitter)
- Logo on SSWC website
- Recognition on all 12 LCD screens located throughout the college
- Corporate Discount for Employees for usage of Syncrude Sport & Wellness Center
- Season passes to Huskies home games (amount depending on sponsorship value)
- Invitation to donor/sponsor events
- Annual Non-Charitable Tax Receipt

ADDITIONAL ADVERTISING OPPORTUNITIES WITHIN THE SSWC

Within various areas of the SSWC, there are other areas in which businesses can purchase advertising space. These advertising opportunities will come with All Huskies Game Passes, but no other recognition.

MINIMUM 3-YEAR COMMITMENTS:

Exposure for these areas within Fieldhouses 2 & 3 is primarily those who are attending sports leagues, special events and birthday parties. This will also include the potential passive viewership of those using other areas of the SSWC, Accel Physiotherapy, ACMT Massage Therapy, and the YMCA.



ADVERTISING AREAS	SPONSORSHIP	PRODUCTION COST
3 x 8 Left side of arena (under team benches and around)	\$1,000 / year	\$300 (one time fee)
3 x 12 Left side of arena (under team benches and around)	\$1,500 / year	\$300 (one time fee)
8 x 10 (Ends of arena)	\$1,750 / year	\$500 (one time fee)
9 x 10 (Ends of arena)	\$2,000 / year	\$500 (one time fee)
OTHER AREAS		
Fieldhouse 2 & 3 Score Clock	\$3,000 / year	\$500 (one time fee)
General Dressing Rooms	\$2,500 / year	No one time fee

Small signage affixed next to the door of all 6 fieldhouse dressing rooms.
The general dressing rooms are used during tournaments and large group bookings.

Member Change Rooms (2 rooms)	\$2,500 / year	No one time fee
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Small signage affixed next to the door of both member change rooms down the Wood Buffalo Sports Hall of Fame, of which our current 2,370 members will see consistently.



ONE YEAR OPPORTUNITIES:

Fieldhouse 1 has significant drop in usage and is also the venue that hosts our Huskies home games for volleyball and basketball. Additionally, these advertising opportunities could also be visible to those using other areas of the SSWC, Accel Physiotherapy, ACMT Massage Therapy, and the YMCA.

ADVERTISING AREAS	SPONSORSHIP	PRODUCTION COST
Blue Wedges (Outlining court of FH1)	\$1,250 / year	\$300 (one time fee)
FH 1 Digital Advertising (On Big Screen)	\$1,500 / year	No one time fee
Bathroom Stalls 1 poster in both men's & women's, with choice between upstairs or downstairs. (11.5 x 15)	\$500 / year	No one time fee



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