



**Syncrude SPORT &
WELLNESS CENTRE**

Naming Rights & Advertising PACKAGE



PARTNER WITH
EXCELLENCE



CORPORATE
MEMBERSHIPS



SUPPORT
COMMUNITY
WELLNESS



PRIDE IN
THE PACK



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.

100,000 +
fitness Centre member
entries every year

20%
of the fitness centre visits
are from **corporate**
memberships, keeping
your business in touch
with Industry partners

90,000
community visitors
who use the facility for
event bookings, league
rentals, birthday parties,
and more!

400 +
fans every Huskies home
game weekend

Contact tyneille.neufeld@keyano.ca if you are interested in any of the advertising or naming opportunities in this package

AVAILABLE NAMING RIGHTS

Building Naming Rights – SOLD until December 2027

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

All naming rights are a minimum 3-year commitment.

- **FITNESS CENTRE & HP STUDIO - \$50,000/YEAR**
Our community fitness facility accommodates over 100,000 visits from our members.
- **FIELDHOUSE 3 – SYNTHETIC - \$30,000/YEAR**
Fieldhouse 3 hosts over 40,000 visitors every year for all sizes of events, sports league bookings, birthday parties, and more.
- **GROUP FITNESS STUDIO - \$10,000/YEAR**
Located directly adjacent to the Fitness Centre and Running Track and available to all members, drop in users, and community group bookings.
- **RUNNING TRACK - \$10,000/YEAR**
The primary path between the Fitness Centre, and upper access for spectators of FH2 and FH3 bookings, and FH1 for all our Huskies home game action.
- **MEDIA ROOM - \$5,000/YEAR**
Where all the Huskies Home Game action is captured and broadcasted. Right above the hardwood court, you have prime visibility for all Huskies fans and users of the running track and fieldhouse 1.



RECOGNITION FOR NAMING RIGHTS

(SUBJECT TO CHANGE BASED ON VALUE OF NAMING SELECTED)

- 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

ADVERTISING

Arena Boards Ad Space: Get your business in front of members, visitors, and fans in both Fieldhouse 2 and Fieldhouse 3. Secure your ad spot in the same location in both fieldhouses for the following rates!

VINYL SIZE	ANNUAL COST	MONTHLY COST	PRODUCTION COST <i>One Time Fee for either annual or monthly agreement</i>
4'w x 3'h	\$2,000	\$200	\$400
8'w x 3'h	\$3,000	\$300	\$600
11'w x 11'h	\$4,000	\$400	\$1,000

OTHER FACILITY ADVERTISING OPPORTUNITIES:

AD AREA	ANNUAL COST	MONTHLY COST	PRODUCTION COST <i>One Time Fee for either annual or monthly agreement</i>
FH1 Digital Big Screen (up to 10 Seconds) <i>Ad not present during home games</i>	\$6,000	\$600	No one time fee
Blue Wedges <i>Enhanced recognition during home games!</i>	\$1,250	\$125	\$300
Bathroom Stalls (1 poster in each washroom)	\$500	\$50	No one time fee

