

# The New Blackfalds Multiplex

## Sponsorship Opportunities



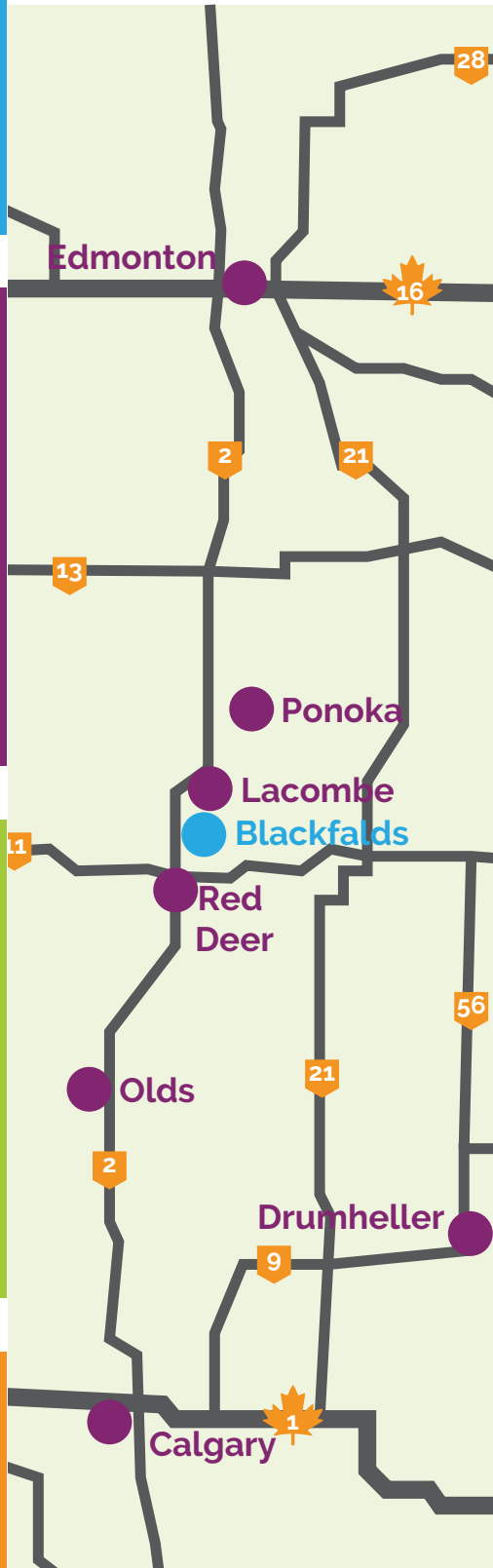


# The Blackfalds Community

The Blackfalds region has experienced sizeable growth in the past few years. The community is now over 10,000 people and is a key part of the Central Alberta Region.

Blackfalds is one of Canada's youngest and fastest growing communities. Over the last ten years, the Town's population has grown in excess of 9% on average per year and the average age of residents is 30.1 years—nearly 8 years younger than the Alberta average and over 10 years younger than the Canadian average. Record breaking commercial and industrial development has also taken place in recent years. The availability and attractive pricing of land within the community, coupled with quality of life amenities such as the Abbey Centre and the parks and trails systems, contribute to ongoing growth.

Blackfalds is a health conscious community and community needs for this type of recreation facility have been demonstrated as far back as 2000. The specific components of the Blackfalds Multiplex Enhancement were identified through consultation efforts in 2015, 2018 and 2019.



## D.I.D.S.

The Dual Ice Development Society (D.I.D.S.) was created to fundraise \$1M for the new Blackfalds Multiplex. D.I.D.S. is made up of nine executive board members and an unlimited number of committee members.



# About the Facility

The Blackfalds Multiplex is about to change drastically.

A new 1,300 seat ice arena will be developed with premium seating options and modern support amenities.

As well, a new public library of 12,000ft<sup>2</sup> will be added to the facility including children's area, guest rooms, collection space, special lounge environments, multipurpose rooms and outdoor patio space.

The enhanced Multiplex will soon have two sheets of ice and a state of the art library. Now is your chance to be a part of this exciting new community project!



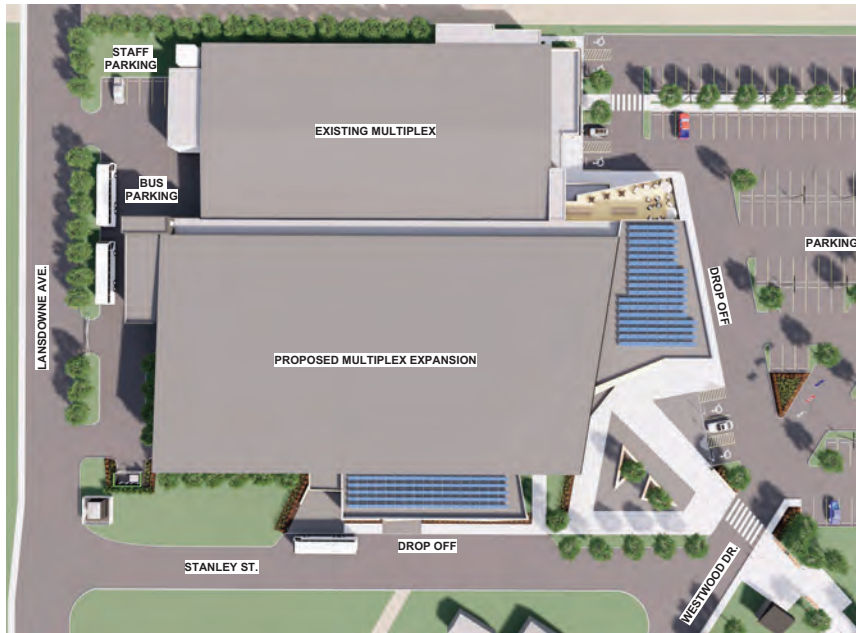
Image Source: ajhl.ca

## Welcoming the AJHL in 2021!

Blackfalds has secured an Alberta Junior Hockey League team that will begin playing at the new arena in the fall of 2021. The AJHL season includes 30 regular season home games plus playoffs, ensuring that the new facility will be a hub of activity.



# Facility Overview



Site Plan



BOWL SECTION



LOGE SEATING



CONCERT SEATING

Arena Expansion



Exterior 1



Exterior 2





Library 1



Library 2

# Sponsorship

This exciting project represents an opportunity for local individuals, business and industry to support their community, raise their profile, promote themselves and receive lasting recognition by becoming a sponsor.

There is an opportunity to have the Blackfalds Multiplex named after a major contributor (the facility sponsor).

There are numerous opportunities being made available within the new facility. Depending on the level of sponsorship, sponsors can have their names used in association with a major specific space within the facility. Sponsorship of a space in the facility will provide a tremendous opportunity to associate your business or name with an exciting community project that will become a centre piece of the community and attraction across the region.

In all cases and at all sponsorship levels, the Town will set architectural design criteria for exposure locations, size of sponsor signage and visibility.







## Overall Naming *SOLD*

### Overall facility naming rights / entrance sign

Includes major sign design development, exposure in all facility media/ site literature, site exposure (thank you plaque), name recognition, road exposure, other Town-wide considerations.

The Blackfalds Multiplex will be a one of a kind resource for families across the region. Imagine your name or your company's name and logo on this exciting new facility.



## Library Naming *SOLD*

### Naming rights for the public library



# Children's Area in the Library *SOLD*

## Naming rights for the children's area

Includes signage/ floor logo for the children's area, site entrance sign and related literature. Children's activities include drop-in play/ child care and children's parties.

Your sponsorship of the children's area in the library will give every child room to develop confidence, imagination, and social skills. But the most important thing about play time is it's just plain fun.





# Arena Dressing Rooms

## Naming rights for the dressing rooms

Includes naming rights for change rooms and on site signage. Your name on the door of one of change rooms within the complex will remind users of your contributions to this great facility time and time again.



# Meeting Room

## Naming rights for the meeting room

Includes naming rights for the meeting room and on site signage. The meeting room is multi-purpose and will be the venue for board meetings, community meetings, training and a wide variety of other group sessions including tournament support functions.

# Players Benches Home *SOLD* Away *SOLD*

See your company logo behind the  
players in the middle of the action



# Mini Rink *SOLD*

See your company logo wrapped around the rink in the middle of the action

Includes naming rights for Mini Rink and wrap around signage on the boards (signage must be paid for by sponsor). Your company name and logo will be displayed in the middle of the action and showcase your contribution to this great facility.





## FOR MORE SPONSORSHIP INFORMATION CONTACT

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## FOR MORE INFORMATION ABOUT THE MULTIPLEX ARENA VISIT

[www.blackfalds.com/  
tourism-recreation/multi-plex-ice-arena](http://www.blackfalds.com/tourism-recreation/multi-plex-ice-arena)

**BLACKFALDS**  
ALBERTA









# BLACKFALDS

A L B E R T A

