

# PARTNERSHIP OPPORTUNITIES

## CONKLIN MULTIPLEX



regional recreation  
**CORPORATION**  
*of wood buffalo*

FOR MORE INFORMATION  
EMAIL [SPONSORSHIP@RRCWB.CA](mailto:SPONSORSHIP@RRCWB.CA)

# CONKLIN MULTIPLEX

PARTNERSHIP WITH THE RRC



The Conklin Multiplex is a recreation and leisure facility that includes an NHL-sized arena, fitness centre, gymnasium, fitness studio, children and youth activity spaces, and meeting spaces. The facility supports the community through sport, programming, recreation and community gathering experiences under the leadership of the Regional Recreation Corporation of Wood Buffalo (RRC).

Partnership with the Conklin Multiplex and the RRC presents unique opportunities to continue maximizing your organizational exposure as a community leader in Northern Alberta and reflects the commitment of being actively engaged in the development of sustainable communities in the Wood Buffalo region. The difference your support makes provides direct financial investment to enhance quality of life within rural hamlet of Conklin and the neighbouring community of Janvier.

In addition, 5% of your investment goes toward the WB Kids program, a program designed to enhance quality of life in Wood Buffalo by ensuring every child can afford to have fun. The WB Kids program

aspires to provide barrier-free participation to sport, recreation, social and cultural programs and activities in the Wood Buffalo region.

The RRC is an official Canadian Not-for-Profit Corporation committed to making a positive difference in the communities we serve. We strive to maximize positive community recognition for the region while increasing accessibility to key community services.

Thank you for your consideration in Conklin Multiplex partnerships with the Regional Recreation Corporation of Wood Buffalo. With your support we can continue to enrich the value that the Conklin Multiplex delivers to the community.

Sincerely,

**Graig Walsh**

Chief Executive Officer  
Regional Recreation Corporation of Wood Buffalo

# FACILITY PARTNER

INVESTMENT \$250,000 OVER 10 YEARS (\$25,000 PER YEAR)



As Title Partner, you foster a strategic alignment with the Conklin community offering programs, sports, and community gathering opportunities to the region. This partnership provides an exceptional opportunity for maximum exposure as a community leader at Northern Alberta's recreation, leisure experience at the Conklin Multiplex.

## PARTNERSHIP BENEFITS

- Official naming rights as the partner for the facility for a period of 10 years, the facility shall be referred to in promotions, signage, advertising and in media releases as the "Conklin Multiplex presented by Company Name"; Joint logo/trademark to identify the facility;
- Signage & logo placement throughout the facility; front exterior, interior signage and strategic interior placements;
- Recognition and exposure through promotional materials, publications & communications opportunities including digital and print media;
- Social media community profile campaign featuring people and places at Conklin Multiplex;
- Interior digital display screens to announce the new partnership for 1 year;
- Free Facility Day once a year to the community;
- Opportunity to continue maximizing community exposure and recognition as a community leader in Northern Alberta;
- Direct Investment into the quality of life and community sustainability of Wood Buffalo and northern communities;
- Eligible for Employee Group Membership program opportunity;
- Partnership kick-off; free BBQ event for the announcement of the new sponsorship;
- 5% of investment goes towards the WB Kids program;
- Stewardship report providing annual update including contribution to WB Kids Program;
- Provide opportunities for team to support WB Kids with activation opportunities at community events;
- Partnership announcement at the annual Stakeholder Event.

# GYMNASIUM PARTNER

INVESTMENT \$50,000 OVER 10 YEARS (\$5,000 PER YEAR)



Position your brand with one of the most highly-utilized amenities at the Conklin Multiplex. This premier gymnasium will serve as a multi-sport hub for both community use and sport use group training sessions, while it offers the flexibility to serve as a place of cultural celebrations during community events year-round.

## PARTNERSHIP BENEFITS

- Official naming rights as the partner for the gymnasium for a period of 10 years, the gymnasium shall be referred to in promotions, signage, advertising and in media releases as the “Company Name Gymnasium”;
- Signage & logo placement at the entrance point of gymnasium;
- Recognition and exposure through promotional materials, publications & communications opportunities including digital and print media;
- Social media community profile campaign featuring people and places at Conklin Multiplex;
- Interior digital display screens to announce the new partnership for 1 year;
- Opportunity to continue maximizing community exposure and recognition as a community leader in Northern Alberta;
- Direct Investment into the quality of life and community sustainability of Wood Buffalo and northern communities;
- Eligible for Employee Group Membership program opportunity;
- 5% of investment goes towards the WB Kids program;

# ARENA PARTNER

INVESTMENT \$50,000 OVER 10 YEARS (\$5,000 PER YEAR)



The arena at the Conklin Multiplex is the pivotal location for ice sports including ringette, hockey, and leisure skating. Being one of the highly utilized amenity within the facility the arena offers opportunity for different user groups, and programs to be utilized by the community. The Arena title partnership opportunity creates high-visibility and supports health and wellness in the community.

## PARTNERSHIP BENEFITS

- Official naming rights as the partner for the arena for a period of 10 years, the arena shall be referred to in promotions, signage, advertising and in media releases as the "Company Name Arena";
- Signage & logo placement at the entrance point of arena, and centre ice;
- Recognition and exposure through promotional materials, publications & communications opportunities including digital and print media;
- Social media community profile campaign featuring people and places at Conklin Multiplex;
- Interior digital display screens to announce the new partnership for 1 year;
- Opportunity to continue maximizing community exposure and recognition as a community leader in Northern Alberta
- Direct Investment into the quality of life and community sustainability of Wood Buffalo and northern communities;
- Eligible for Employee Group Membership program opportunity;
- 5% of investment goes towards the WB Kids program.

AVAILABLE PARTNERSHIP OPPORTUNITY

# FITNESS CENTRE PARTNER

INVESTMENT \$50,000 OVER 10 YEARS (\$5,000 PER YEAR)



The Fitness Centre attracts a diverse group of fitness enthusiasts with a wide range of equipment for every type of user. This highly utilized amenity allows the community and surrounding area to concentrate on their physical and mental well-being while being guided by our certified trainers.

## PARTNERSHIP BENEFITS

- Official naming rights as the partner for the Fitness Centre for a period of 10 years, the Fitness Centre shall be referred to in promotions, signage, advertising and in media releases as the “Company Name Fitness Centre”;
- Signage & logo placement at the entrance point of Fitness Centre;
- Recognition and exposure through promotional materials, publications & communications opportunities including digital and print media;
- Social media community profile campaign featuring people and places at Conklin Multiplex;
- Interior digital display screens to announce the new partnership for 1 year;
- Opportunity to continue maximizing community exposure and recognition as a community leader in Northern Alberta;
- Direct Investment into the quality of life and community sustainability of Wood Buffalo and northern communities;
- Eligible for Employee Group Membership program opportunity;
- 5% of investment goes towards the WB Kids program;

# FITNESS STUDIO

INVESTMENT \$30,000 OVER 10 YEARS (\$3,000 PER YEAR)



The Fitness Studio offers a Fitness On Demand software that allows residents to take advantage of hundreds of fitness programs lead by instructors.

This amenity supports the community's need for fitness programs that delivers consistent, high quality programming through a variety of channels suitable for all ages.

## PARTNERSHIP BENEFITS

- Official naming rights as the partner for the Fitness On Demand Room for a period of 10 years, the Fitness on Demand shall be referred to in promotions, signage, advertising and in media releases as the "Company Name Fitness Studio";
- Signage & logo placement at the entrance point of Fitness Studio;
- Recognition and exposure through promotional materials, publications & communications opportunities including digital and print media;
- Opportunity to continue maximizing community exposure and recognition as a community leader in Northern Alberta;
- Direct Investment into the quality of life and community sustainability of Wood Buffalo and northern communities;
- 5% of investment goes towards the WB Kids program;