



BLACKFALDS FIELD HOUSE
where fitness and friends are found

.... *Sponsorship Package*



Blackfalds Community

The Blackfalds region has experienced sizeable growth in the past few years. Since 2001, the Town of Blackfalds itself has been growing, on average, at a rate of 10% per year.

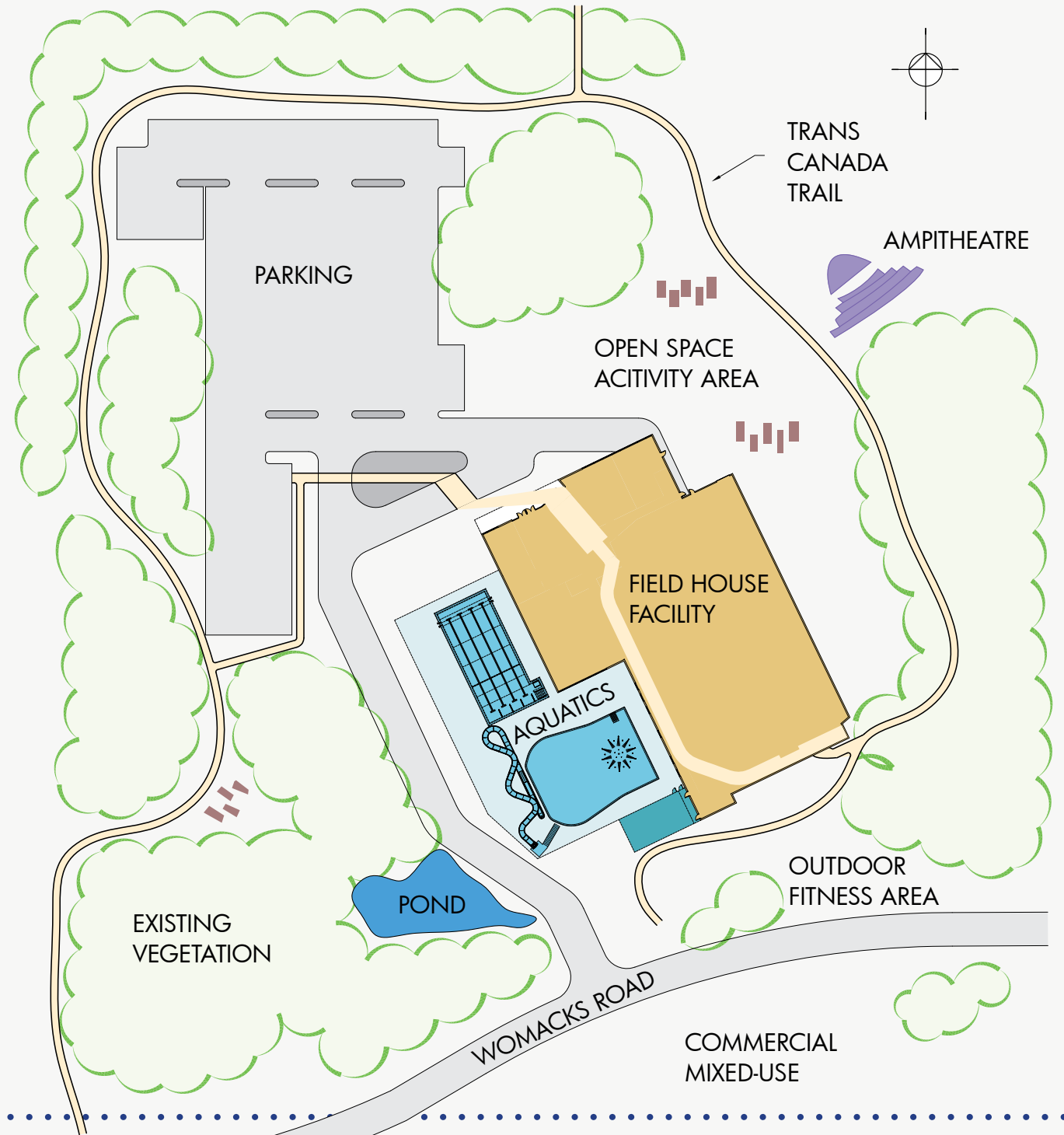


Blackfalds is a young community. Children nine years of age and younger make up 20% of the population of Blackfalds compared with 12% of the Province's population. Twenty percent of the Town's population is 45 years of age and older; 36% of the Province's population is 45 years of age or older.

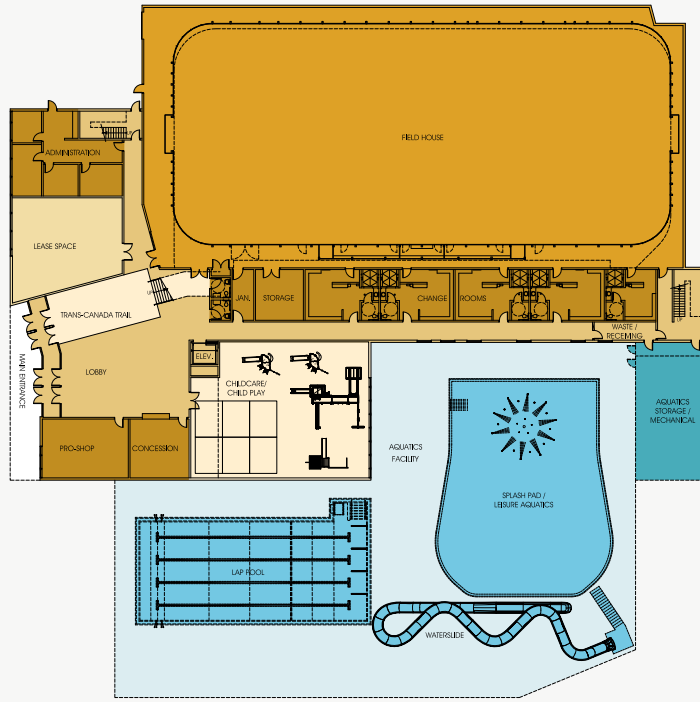
Blackfalds is a health conscious community and community needs for this type of recreation facility have been demonstrated as far back as 2000. The specific components of the Blackfalds Field House were identified through consultation efforts in 2010.



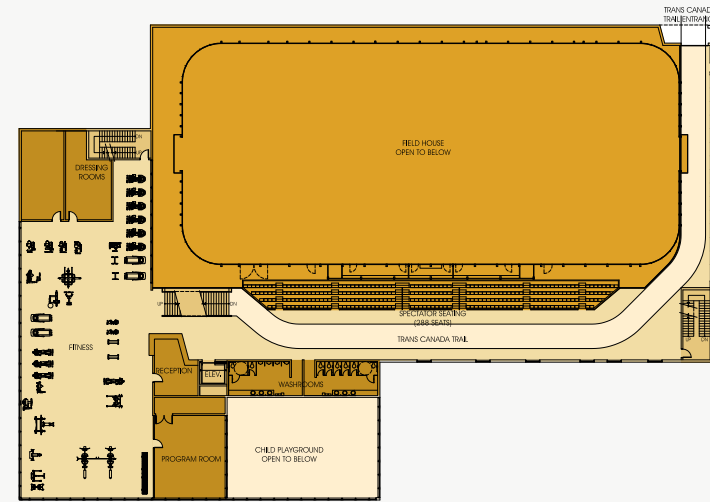
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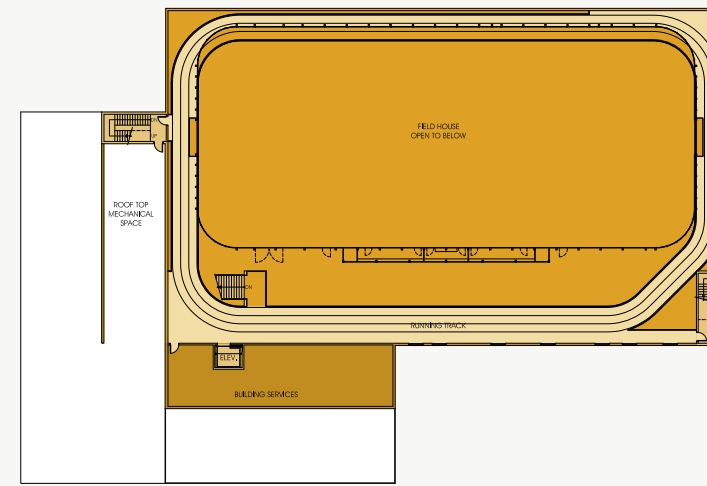
MAIN FLOOR PLAN



SECOND FLOOR PLAN



THIRD FLOOR PLAN



The New Facility

The new facility will expand the available recreation opportunities for residents in the Blackfalds region. It is a specific example of an initiative that supports the Town of Blackfalds and Lacombe County's dedication to quality of life.

The new facility will be designed and constructed to fit into the site using the existing natural slopes and preserving as much of the tree stands as possible.

The new facility will support healthy, active lifestyles. It will also provide opportunities for families to recreate together and for community building to occur. It will act as a gathering place and a locale to hold community events.

The new facility will include a multi-use field house (large open space similar in size to three school gymnasiums), fitness centre, walking/ jogging track, indoor playground, a walking trail that will integrate the TransCanada Trail (TcT) through the facility, lease spaces, community meeting areas and administration spaces.

Outdoor development on the site will include a leisure pool, trails, an amphitheatre/ special events area, heritage/ interpretive area, , fitness equipment, picnic areas, playgrounds and open spaces.



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Fundraising

Fundraising efforts are underway. The estimated capital cost for the Blackfalds Field House is \$15.0 M (in 2011 dollars). Corporate and non profit sponsorships, individual donations and events are expected to contribute 15% of the costs.

It takes time to develop a facility like this. Commitments for funding are needed before the detailed design and construction can begin, which can take up to two years to complete.

Sponsorship

This facility 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 Field House named after a major contributor (the facility sponsor).

There are numerous opportunities being made available within and on the site of the Field House. Depending on the level of sponsorship, sponsors can have their names used in association with a major specific space within the facility (such as the field house, walking trail, running track, fitness centre, indoor playground, change rooms). Sponsors can also have their names used in association with outdoor amenities or spaces (such as the leisure pool, amphitheatre or playground).

Sponsors can also have their names presented on fixed elements (such as indoor banners, outdoor fitness equipment, individual stones, etc).

In all cases and at all sponsorship levels, the Town will set architectural design criteria for exposure locations, size of sponsor signage and visibility. All sponsors will receive a tax-deductible receipt.

Overall Facility

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 Field House will be a one-stop, 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.



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Main Floor Opportunities

Indoor Banners

Banners on walls in the field house (similar to board advertising)

Includes spectator and player exposure in major program areas. (temporary side boards set up in the middle of fields and end zones, signage on flooring on the second floor, bike rack naming rights). Sponsoring major program areas ensures visibility for your company at major community performances, high school athletic events, indoor recreation, sports and major meets and tradeshow.

Ten sponsorships are available at an annual amount of \$2,500 (based on a 10 year commitment)

- Field house activities include:
- Soccer, lacrosse, football, ball hockey, basketball, volleyball, badminton, floor hockey, tennis
 - community meetings and special events such as banquets, concerts, farmers market, graduation, presentation and assemblies, trade shows
 - industry training
 - day time school use



Indoor Play Space

Naming rights for the indoor playspace

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

One sponsorship is available at an annual amount of \$10,000 (based on a 10 year commitment) **SOLD**

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





Second Floor Opportunities

Six sponsorships are available at an annual amount of \$5,000 (based on a 10 year commitment)

Change Rooms

Naming rights for the change 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.

Program Room

Naming rights for the program room

Includes naming rights for change rooms and on site signage. The program room is multi-purpose and will be the venue for fitness classes, board meetings, community meetings, training and a wide variety of other group sessions.

One sponsorship is available at an annual amount of \$5,000 (based on a 10 year commitment)

Walking Trail

Naming rights for the indoor trail (TransCanada Trail portion of the facility entering on the main floor and exiting on the second level)

Includes signage/ floor logo for the walking trail, site entrance sign and related literature

Walking trail activities include:

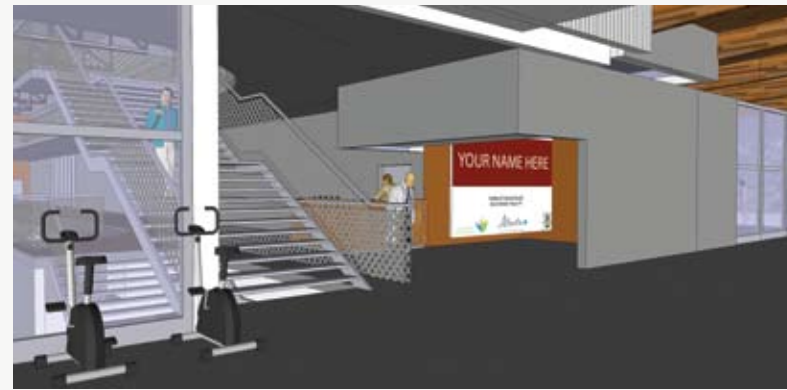
- Walking
- Indoor / outdoor integration
- Part of the TransCanada Trail

One sponsorship is available at an annual amount of \$25,000 (based on a 10 year commitment)



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Fitness Centre

Naming rights for the fitness centre

Includes signage/ floor logo for fitness areas, site entrance sign and related literature. Your sponsorship of the Fitness Centre will provide members with tools and space to reach their fitness goals. It's a direct investment in your community's longevity and vitality.

One sponsorship is available at an annual amount of \$10,000 (based on a 10 year commitment)

Second Floor Opportunities

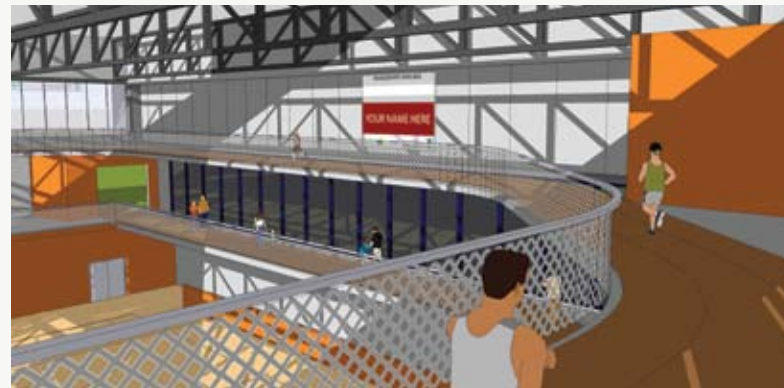
Third Floor Opportunities

One sponsorship is available at an annual amount of \$15,000 (based on a 10 year commitment) **SOLD**

Running Track

Naming rights for the running track

Includes signage/ floor logo for track, site entrance sign and related literature. Your named space allows for continuous exposure to the public as they circuit around the track.



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Outdoor Opportunities

Outdoor Playground

Naming rights for the outdoor child play area

Includes signage incorporated into design, site entrance sign and related literature.

One sponsorship is available at an annual amount of \$5,000 (based on a 10 year commitment)

Open Spaces

Naming rights for the outdoor open spaces

Includes signage incorporated into design, site entrance sign and related literature. Open spaces amenities include:

- Trails
- Heritage / interpretive area
- Picnic and sitting areas
- Individual stones

Annual sponsorship amounts will vary

Outdoor Leisure Pool

Naming rights for the outdoor leisure pool

Includes signage incorporated into design, site entrance sign and related literature.

Outdoor leisure pool activities include:

- Outdoor leisure aquatics
- Outdoor program aquatics
- Swim lessons
- Aqua-fit
- Training

One sponsorship is available at an annual amount of \$10,000 (based on a 10 year commitment)

Amphitheatre

Naming rights for the amphitheatre/ special events area

Includes signage at site area, site entrance sign and related literature.

One sponsorship is available at an annual amount of \$5,000 (based on a 10 year commitment)

SOLD

Outdoor Fitness Equipment

Eight sponsorships are available at an annual amount of \$1,000 (based on a 10 year commitment)

Naming rights for outdoor fitness equipment

Includes signage at site area.





Blackfalds Field House

FOR SPONSORSHIP INFORMATION CONTACT

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FOR MORE FIELD HOUSE INFORMATION

www.blackfalds.com
www.blackfaldsfieldhousesociety.com