



Sponsorship & Donor Opportunities

Aquatics Facility

Pool including both Upper & Lower Viewing	\$250,000
Change Rooms (3: Men's, Women's, Family)	\$10,000 each = \$30,000
Steam Rooms (2 available: Men's and Women's)	<u>\$5,000 each = \$10,000</u>
TOTAL:	\$290,000
Whole package (SAVE 10%)	\$260,000 package

Gymnasium

\$75,000

Activity Rooms

Pre-school Centre: 2 rooms @ 400sqft each	\$50,000
Activity Rooms 5/6: 2 rooms @ 830 sqft each	\$50,000
Activity Rooms 7/8: 2 rooms @ 840 sqft each	\$50,000

Fitness

Fitness Studio: Located in Totem Fitness Centre	\$15,000
Dance Studio: Located in Totem Fitness Centre	\$15,000
Men's Change Room: Located in Totem Fitness Ctr	\$10,000

Arena

Spectator Seating-Spindle, Stairs & Railings Arena	\$5,000
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Aquatics Facility: Sponsorship Opportunity

The Trico Centre Aquatics Centre is the “hub” of our busy family facility. It is much more than just a pool...it includes a wave pool and waterslide facility, along with relaxation area's including a large hot tub and steam room facilities in each of the change rooms. Our 11,000 square foot aquatics facility offers easy access for toddlers, young children, seniors and people with disabilities as you can gradually wade your way into our pool (zero depth entry) as well as enjoy a warmer pool temperature than found in other facilities. (Ideal for special needs, youngsters, seniors)

In conjunction with the naming rights to this facility (which includes PRIME upper level and PRIME lower level naming rights as well as PRIME naming rights right within our pool area), you will also have the option (small additional cost) to add your name onto our 2 newly refurbished men's and women's dressing rooms, onto our brand new family change room facility and onto the doors leading into our steam room facilities.

From the minute we open, until we close our doors each evening, our pool is full of customers. A typical weekday could look like this: an early morning aqua fitness class, school groups and public swim lessons, seniors aquatics class, day-time open swim for preschoolers and parents, after-school and evening swim lessons, lifeguard training and certification courses, evening pre-natal fitness class, followed by a few evening hours of an open swim time for children, youth and families for our members and the general public. Weekends are even busier with more families coming to our facility for a recreational swim, swim lessons, aqua-fitness classes, birthday parties and group pool bookings to youth groups such as Boy Scouts/Girl Guides.

This sponsorship package can be divided into a 10 year payment plan.

Cost: \$260,000 over 10 years (full package) = \$26,000 / year

COMPARE TO: Equivalent to \$2,166/month on advertising

Gymnasium Facility: Sponsorship Opportunity

The Trico Centre Gymnasium is a full sized gym (7,300 square feet) that can be partitioned into 2 sections to accommodate our busy facility. This facility is located on our main level and offers PRIME naming visibility both outside and within the gymnasium facility, along with a PRIME upper viewing area that would make the naming sponsor visible from the upper level as well.

Most days we wish that we had at least 2 full gymnasiums, as this facility can barely accommodate the number of users who want to use our facility. Drop in gym time for members happens once in a while, but typically it is booked with Trico Centre programs (karate, gymnastics and various sports), day camps programs, before and after care school groups, corporate fitness programs, corporate events and parties and sport groups that rent our facility.

Listed below is a quick overview of some of our facility bookings:

Calgary Seniors Men's Basketball Association
Adult Volleyball
Adult Badminton
Over 35 Soccer
South Diamond Softball
Telvent Social Club (Floor Hockey, Yoga, Fitness Classes)
Calgary Foothills Soccer
NSD Soccer Club
Centre for Learning: St. Paul's Academy
Stars Basketball: NSD
Willow Ridge Soccer

This sponsorship package can be divided into a 10 year payment plan.

Cost: \$75,000 over 10 years = \$7,500 / year

COMPARE TO: Equivalent to spending \$625/month on advertising

Activity Room Facilities: Sponsorship Opportunities

3 sets of activity rooms are still available for sponsorship, each offering unique and broad exposure and sponsorship opportunities, as follows:

1.0 PRE-SCHOOL KINDER CENTRE

This centre includes a total of approximately 800 square feet of space that we would like to permanently convert into a pre-school play centre. This is a unique opportunity for your company to build a fun-filled, theme-oriented play centre at Trico Centre.

The Trico Centre facility is bursting with pre-schoolers from newborn to 6 years of age. We have a full-service day care facility on site, offer numerous pre-school programs and services, along with drop in activity programs, day camps and holiday events and various specialty programs. We are a choice “birthday party” provider, have a pre-school tenant on site from September to June along with hundreds of Trico Centre members who have young families and pre-school aged children. To say that the PRE-SCHOOL KINDER CENTRE would be a POPULAR addition to our facility is an UNDERSTATEMENT!

This sponsorship package must be paid in one lump sum, to accommodate the KINDER EQUIPMENT purchases needed.

2.0 ACTIVITY ROOMS 5 AND 6

3.0 ACTIVITY ROOMS 7 AND 8

Each of these sets of activity rooms offer over 1,600 square feet of total space that house an immense variety of programs, services and rentals for children, youth, adults, families, seniors, sport groups, corporate groups and community groups. Not only are the demographics broad and varied, the types of events booked into these facilities are targeted to almost every possible demographic. Some of our renters include:

- Parent & Tot Classes (Messy Time, Busy Bees)
- Before & After Care Program
- Pre-school programs, rentals
- Day camps
- Craft Classes
- Birthday Parties
- Sparks, Brownies, Cubs, Beavers Programs
- Executive Meetings: Corporate, Community Associations
- Sleepover Functions
- Fundraising Events
- Dance and Movement Programs
- Seniors Club (Line Dancing, Yoga)
- Tae Kwon Do and Karate Classes
- Children/Youth and Adult Fitness Programs
- Corporate Children’s Christmas Parties

This sponsorship package can be divided into a 10 year payment plan.

\$50,000 over 10 years = \$5,000 / year

COMPARE TO: Equivalent to spending \$417/month on advertising

Fitness Facility: Sponsorship Opportunity

The Totem Fitness Centre is the main attraction for the over 4,000 Trico Centre Members that belong and work out in our facility. As a part of our membership package, 100's of weekly group fitness classes are offered in our group fitness and dance studios, along with other pertinent services such as our children's dance and movement education programs, corporate fitness programs and rentals to fitness and dance groups.

Group Fitness Studio:

Bike/Spin Classes: Bike Endurance, Bike Interval, Super Spin, Bike and Buff

Mind/Body Classes: Yoga, Pilates, Pil-oga, Yoga Flow, Belly Fit, Fusion

Cardio Aerobics Classes: Step it up, Step Cardio and Core, Pump it Up

Muscle Conditioning: Fit & Fab, Cardio Kickboxing, Band-Ball-Bosu, Boot Camps

Preschool and Youth: Martial Arts Program

Dance Studio:

Trico Centre Programs: Dance, Movement Education, Yoga, Pilates, Belly Dancing

Rentals: Salsa Babies, Corporate Fitness Classes, Karate

This sponsorship package can be divided into a 10 year payment plan.

Cost: \$45,000 over 10 years = \$4,500 / year

COMPARE TO: Equivalent to spending \$375/month on advertising

Cost by area:

Change rooms: 10,000 each X 2 = \$20,000 LUMP SUM PAYMENT

Fitness Studio: \$15,000 LUMP SUM PAYMENT

Dance Studio: \$15,000 LUMP SUM PAYMENT