



CULTURE & EVENTS *Centre*



A Centre that Will Grow our Region





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WHAT IS IT?

The Culture & Events Centre will include a Library, Arts, Culture & Convention Centre and Town Administrative Office. It will back onto the popular downtown attraction, Festival Park, and be a new revitalizing addition to the downtown core.

WHY BECOME A SPONSOR OF THE CULTURE & EVENTS CENTRE OR ONE OF ITS COMPONENTS?

1. Promote your company through facility sponsorship.

Whitecourt has a proven track record of building state of the art facilities. The Allan & Jean Millar Centre, a recreational hub for our region, is mentioned by someone in Whitecourt every minute of the day, and offers over 800 programs a year.

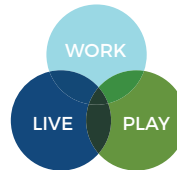
Similar to the Allan & Jean Millar Centre, the Culture & Events Centre will play a vital role in our community's quality of life, and provide the same household name potential.



5. Continue to grow Whitecourt and area as a tourist destination.



6. Create a venue for local and global artists, performers, weddings, special events and conventions.



7. The facility will create another reason for specialized employees to want to work, play and live in the Whitecourt area.



8. Create a space for your company to host conferences, trade shows and events. Create a space for schools to host concerts, festivals and graduation ceremonies.

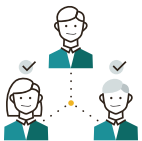


9. Create additional safe and inclusive spaces for youth and seniors.



10. Assist community members to learn, grow, and carry out their dreams.

2. Increase recruitment and retention of skilled employees by helping to build opportunities available within the community for staff and their families.



3. Assist with creating an economic driver for our community.



4. Increase jobs, and post-secondary trade and education opportunities in the community through courses offered at the Centre.



BENEFITS OF BEING A SPONSOR

- » Show your support for the community in which you work, your staff live, and/or your business is located.
- » Outside building signage will be seen by approximately 300,000 residents and visitors annually.
- » 100,000 people will see your name annually inside the building.

- » Company mentioned in all events related to the named space.
- » Participate in annual sponsor appreciation events and/or specials.
- » Meet your company's investment goals.



For more information, contact Chelsea Grande, Director of Community Services.

Phone 780-778-2273 or Email chelseagrande@whitecourt.ca

@CultureandEventsCentre www.whitecourt.ca

BUILDING NAMING SPONSOR

“Let’s take the family to the

your company name

Culture & Events Centre tomorrow.”

SPONSOR BENEFITS

- » Exclusive licence to dedicate your company name to the facility for the duration of the sponsorship term
- » Company mentioned in all events related to the facility
- » Outdoor electronic signage facing Festival Park entrance
- » Outdoor building signage
- » Highway and community wayfinding signage
- » Tickets to Grand Opening Event and annual sponsor appreciation activities



WHY INVEST IN WHITECOURT?

“...excited to be able to support the community that the JDA families work and play in. We consider it a privilege to have the naming rights for the Whitecourt arenas.”

— Jarvis Dawson, President of JDA Ventures Ltd.

This facility offers unparalleled versatility, catering to diverse needs and attracting a wide audience.

Consider the possibilities: conferences, educational classes, concerts, theatrical performances, children’s camps, school events, fundraisers, dance recitals, and art gallery exhibitions. This diversity translates directly into increased community engagement, higher sponsorship visibility, and a significantly greater return on investment compared to a single-use facility.

This is our top sponsorship level and will provide your company with the privilege of naming the new and exciting Culture & Events Centre, making your company a household name and known community supporter.



The name of the Centre will be proudly displayed on the building itself and included on all marketing initiatives, advertisements, signage, and announcements.

LIBRARY

ARTS, CULTURE & CONVENTION CENTRE

GALLERY & MULTI-PURPOSE ROOMS

MORE OPPORTUNITIES

Contact Chelsea Grande, Director of Community Services

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LIBRARY NAMING SPONSOR

“The kids want to go to the

your company name

Library for the book club next week.”

SPONSOR BENEFITS

- » Become a household name and known community supporter
- » Exclusive naming licence for the company for the duration of the sponsorship term
- » Company mentioned in all events related to the named space
- » Library entrance signage
- » Logo and company name on all library cards and digital check out materials
- » Tickets to Grand Opening Event and annual sponsor appreciation activities



WHY INVEST IN WHITECOURT?

“The community has supported us and we want to support the community.”
— Trevor Bills, Life Med Pharmacy



The Library offers a wide range of programs that reflect the needs and interests of our community. From the lively summer activities and after-school programs, to story times that nurture early literacy, there's something for everyone.

Our Library offers an accessible, free, safe, and inclusive spaces where individuals and families can come to learn, connect with others, work on school projects and assignments, participate in events, and feel like part of their community. The naming sponsor of this area will show support for these values of life-long learning, community support, equality, and inclusivity.

Average Library Usage:

Our current library hosts over 2,000 account holders and has approximately 65,000 physical items. Over 10,000 digital items are borrowed annually.

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LIBRARY

ARTS, CULTURE & CONVENTION CENTRE

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NAMING SPONSOR

"I just went to the best conference/dance festival/concert at the

your company name

Arts, Culture & Convention Centre."

SPONSOR BENEFITS

- » Become a household name and known community supporter
- » Exclusive naming licence for the company for the duration of the sponsorship term
- » Company mentioned in all events related to the named space
- » Arts, Culture & Convention Centre entrance signage
- » Logo and company name on tickets and dance and conference promotions held in the Arts, Culture & Convention Centre
- » Tickets to Grand Opening Event and annual sponsor appreciation activities



The Arts, Culture & Convention Centre is going to be a game changer for our region. We will have the capacity to host corporate conferences, concerts, dance festivals, dinner theatres, weddings, family reunions, and other large gatherings right in our downtown core. With this new convention centre, complete with an in-house state of the art kitchen facility, you can invite up to 500 people over for dinner – that's a lot of guests who will see your company name as they enter!

Estimated Arts, Culture & Convention Centre Usage:
75,000 people annually

Contact Chelsea Grande, Director of Community Services

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ARTS, CULTURE & CONVENTION CENTRE

GALLERY & MULTI-PURPOSE ROOMS

MORE OPPORTUNITIES

GALLERY NAMING SPONSOR



SPONSOR BENEFITS

- » Become a household name and known community supporter
- » Exclusive naming licence for the company for the duration of the sponsorship term
- » Company mentioned in all events related to the named space
- » Gallery entrance signage
- » Logo and name on all tickets for events hosted in the Gallery
- » Tickets to Grand Opening Event and annual sponsor appreciation activities

The Gallery at the Culture & Events Centre will become the new location to showcase local artists' work. This has been a goal of the arts community for some time, and we look forward to the opportunity to show off the incredible talent of our region!

MULTI-PURPOSE ROOMS NAMING SPONSOR



SPONSOR BENEFITS

- » Become a household name and known community supporter
- » Exclusive naming licence for the company for the duration of the sponsorship term
- » Company mentioned in all events related to the named space
- » Multi-purpose room entrance signage
- » Tickets to Grand Opening Event and annual sponsor appreciation activities

With all of the activities happening in the Culture & Events Centre, these multi-purpose rooms will be used for a variety of valuable purposes. Music classes, art creation, conference sessions, reading groups, and other business and community meetings to name a few.

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MEETING ROOMS, DRESSING ROOMS, GREEN ROOMS NAMING SPONSOR



SPONSOR BENEFITS

- » Exclusive naming licence for the company for the duration of the sponsorship term
- » Room entrance signage
- » Tickets to Grand Opening Event and annual sponsor appreciation activities

These spaces are vital to the presentation of performing art, business interactions, and learning. Artists, businesses, and community members will use these spaces to host classes, meet, and prepare to perform.



WHY INVEST IN WHITECOURT?

"We are excited to be partnering with the Allan & Jean Millar Centre because it is such an important gathering place for people in our community to develop healthy lifestyle habits."
— Aubrey Adams, Pembina Pipeline Corporation

ART WALL NAMING SPONSOR



SPONSOR BENEFITS

- » Be part of creating a lasting community art piece and legacy
- » Area signage
- » Tickets to Grand Opening Event and annual sponsor appreciation activities

Promote your industry or business and its role in our region through sponsorship of the Art Wall. Community members will contribute designated sections of a mosaic that will come together to create an artistic representation of the chosen theme. This is a wonderful way to show support for both the art community and the industries/businesses that allow our region to thrive.

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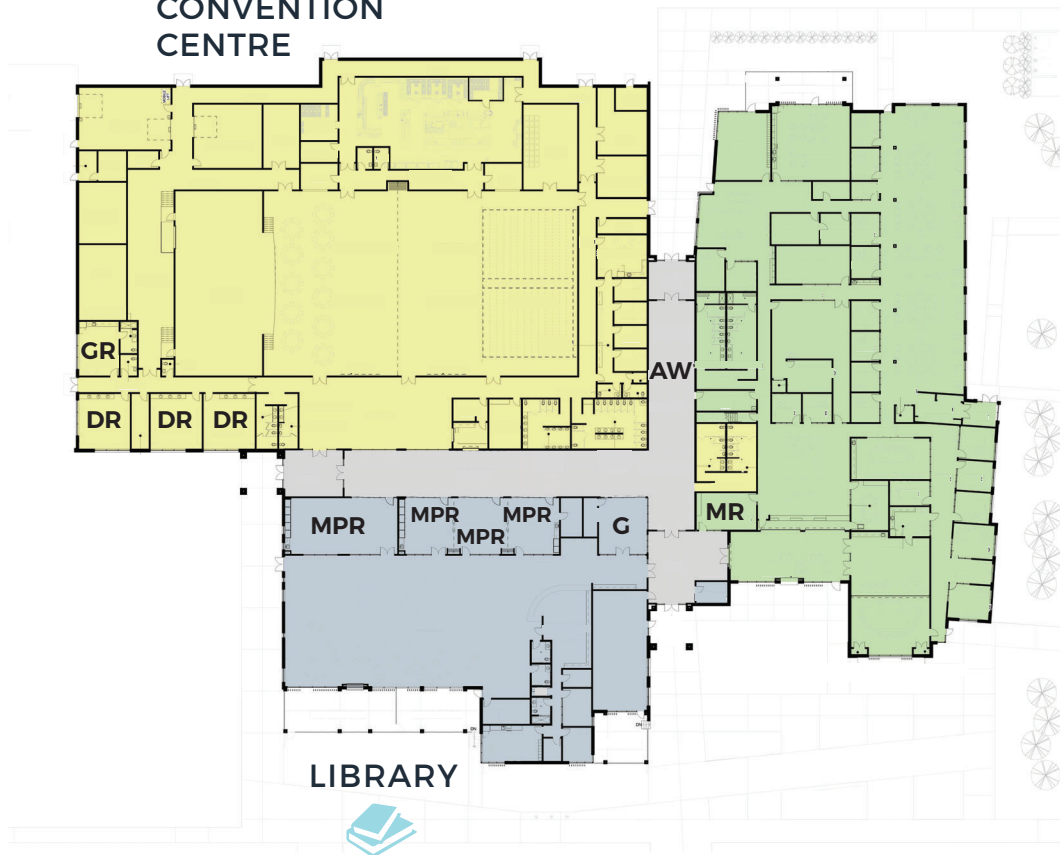
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ARTS, CULTURE & CONVENTION CENTRE



SPONSORSHIP LEGEND

- LIBRARY
- ARTS, CULTURE & CONVENTION CENTRE
- G GALLERY
- MPR MULTI-PURPOSE ROOM
- MR MEETING ROOM
- DR DRESSING ROOM
- GR GREEN ROOM
- AW ART WALL

OTHER LEGEND

- GALLERIA
- TOWN ADMINISTRATIVE OFFICE



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