



SPRUCE GROVE AGRENA

NAMING RIGHTS OPPORTUNITY

BECOME THE ULTIMATE contender

Connect your brand with Canada's greatest games and the athletes and audiences that live for them. The Agrena's two full-sized indoor hockey rinks – the Grant Fuhr and Stu Barnes arenas – are the pulse of Spruce Grove's heart-pumping action in hockey, lacrosse and ringette, and the curling rink celebrates the thrill of curling culture. Open year-round, the facility gains regional, provincial, and national attention and supports skill development and excellence for everyone from tots to seniors to Olympic-calibre athletes. Naming of the Agrena provides a remarkable opportunity to establish your brand, reach thousands of athletes and visitors each year, and make your mark within the community.

Home to the Spruce Grove Saints, the City's Alberta Junior Hockey League (AJHL) team, the Grant Fuhr Arena seats over 1,250 and up to 1,500 with standing room – the largest spectator seating arena in the Tri Region. The Stu Barnes Arena seats 500 and both are utilized in tandem for larger tournaments and events, which supplement the AJHL, minor hockey, ringette and lacrosse seasons.

Recreational and competitive curling draw participants to the curling rink for men's, women's, open, seniors' and junior leagues. A minimum of five bonspiels are held throughout the year, and the Curling Club, based out of the facility, is committed to the growth of curling as a modern and family sport.

Well-known for its superior ice quality, the Agrena provides sport teams a robust and exciting ice experience. Spectators can catch the action from the upper level viewing areas in the family-friendly Rock Lounge over the curling rink and Grant Fuhr Lounge during Saints games. Perfect for socializing and larger gatherings, the lounges are available for rent along with the rinks, extending the facility exposure to corporate and family outings and community events.



Located in the prime, high-traffic area off King Street within Central Park and adjacent to a commercial plaza, King Street on the Park condo complex, the library and art gallery, skateboard park and more, the Agrena is at the heart of community activity.



Groups that utilize the facility:

- Spruce Grove Saints
- Junior B Regals
- Spruce Grove Minor Hockey Association
- Spruce Grove Curling Club
- Parkland Posse Lacrosse Association
- Spruce Grove Ringette Association
- Various hockey groups
- Summer in the City Club

Events hosted at the Agrena:

- Alberta Junior Hockey League (AJHL) regular games, playoffs and finals
- Alberta Cup
- Alberta Men's Curling Championships
- Seniors' Curling Provincials
- Curling Masters
- Curling bonspiels, including annual regional open cash bonspiel, and men's, women's, and mixed bonspiels
- National and provincial curling events
- Spruce Grove Ringette Sweetheart Tournament

Expose your brand to thousands of Agrena visitors and athletes.

Align your investment with your values

Deliver your company's message by promoting the ultimate community sport experience. With facility naming rights, you'll be front and centre for every exhilarating triumph, incredible gain in skill and nail-biting adrenaline rush on the ice and in the stands. Your contribution will advance the region's sport groups and support school use, public skating, City summer programming and exciting events within the facility.

Align your commitment to building your City – the Agrena is a cornerstone facility in Spruce Grove that has nurtured the close-knit nature of the community for decades, creating recreational opportunities that welcome broad participation and cultivate social connection, truly bringing the community together through the love of sport.



Construction of the Agrena made possible by the generous support of the Spruce Grove & District Agricultural Heritage Society.

Join us and be seen!

We invite you to consider this exciting naming opportunity to showcase your commitment and leadership, create long-term visibility for your organization, and make a positive impact on the Agrena, the City of Spruce Grove and the region. We look forward to growing together with you in the spirit of community and excellence.

NAMING RIGHTS OPPORTUNITY:

YOUR COMPANY NAME ON PYLON SIGN ON KING STREET

MINIMUM \$25,000/yr (10-YEAR TERM)

- Double-sided back-lit signage exposed to **7,000 vehicles every day** (on average)
- The facility above the main entrance
- Facility booking software

Additional brand exposure:

- Official press release & ribbon cutting ceremony
- City of Spruce Grove publications
- City of Spruce Grove maps
- City websites and social media channels

FOR MORE INFORMATION ABOUT THIS NAMING RIGHTS OPPORTUNITY CONTACT:

KARLA GOULD, ECONOMIC DEVELOPMENT SPECIALIST

T 780-962-7634 EXT. 293 E KGOULD@SPRUCEGROVE.ORG