

CITY OF SPRUCE GROVE

CIVIC CENTRE Naming Opportunities

Spruce Grove's new Civic Centre is being constructed in Westwind Centre, a high visibility commercial development located along TransCanada Yellowhead Highway and Century Road. Through an investment of \$72.8 million, the Civic Centre will be the single largest project the City has done.

Whether you aspire to be the overall sponsor or prefer to sponsor a feature area, there's a spot for you!

The Civic Centre will be open and operating in early 2025.



Amenities include:

- SPECTATOR ARENA & COMMUNITY ARENA
- BRANCH LOCATION FOR THE SPRUCE GROVE PUBLIC LIBRARY
- BLACK BOX THEATRE & ART GALLERY
- COMMUNITY WALKING TRACK
- CO-LOCATED SPRUCE GROVE TRANSIT CENTRE



Civic Centre Naming Rights Opportunities

The City's naming right sponsorship program provides assets and opportunities associated to the new Civic Centre. The City's sponsorship team is dedicated to working with prospective naming right sponsors to determine their unique needs and provide the assets that best meet their needs to achieve their goals and budgets.



CIVIC CENTRE

With prominent signage visible from the TransCanada Yellowhead Highway and as you enter the facility – your brand will be elevated far beyond city limits!

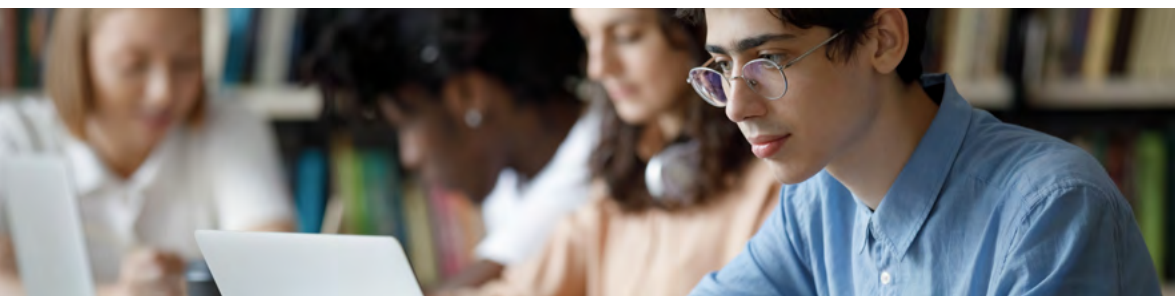


MAIN CENTRE LOBBY / ATRIUM

Your brand will greet visitors at the front doors, establishing a powerful connection from the moment they step inside – capture the spotlight and make a lasting impression!

SPRUCE GROVE PUBLIC LIBRARY – Presenting Rights

Immerse your brand in knowledge and community through presenting rights to the library! Take center stage in supporting literacy, education, and cultural enrichment.



COMMUNITY ARENA

Your name will resonate with minor sports organizations and the public alike, creating a lasting connection with the vibrant energy that fills our shared space.

Memorial aspect to be incorporated into arena name.

Community Arena Dressing Rooms

Score Clock Panel



SPECTATOR ARENA DRESSING ROOMS

As the dedicated space for talented young athletes, your brand will become an integral part of their journey – align your company with the aspirations and dedication of these rising stars.



BLACK BOX THEATRE

A strategic investment in the arts, establish your brand's reputation as a supporter of creativity, culture, and local talent!

Black Box Theatre

Dressing Rooms



ART GALLERY

Position your brand as a patron of creativity, emphasizing a commitment to fostering cultural enrichment.

Other Sponsorship Opportunities

There will be smaller sponsorship opportunities such as rink boards in the Community Arena and other signage in the building. These would be based on a 3 year term.



CENTRE PROGRAM ROOM

Your brand will contribute to the enrichment of our community by providing a hub for artists, creating an inspiring environment for learning and collaboration.

OUTDOOR COURTYARD

This multi-use area outdoor area will be a hub of creativity and community engagement, fostering a positive perception of your brand.





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**Civic Centre renderings are for conceptual purposes only and subject to change.*