



**West Hants**  
something inspiring awaits

# SPONSORSHIP AND ADVERTISING OPPORTUNITIES



**CONTACT US**

Kevin Bennett

Manager Parks and Recreation Facilities

1-902-680-6407

[kbennett@westhants.ca](mailto:kbennett@westhants.ca)

# HOCKEY'S HOME



In 2018, the Municipality of the District of West Hants put forward a plan to build a year round sports complex that would not only pay tribute to Windsor's hockey heritage, but also create health and wellness opportunities for all its citizens by including a walking track and a field house. It is truly a space that will be accessible, inclusive and offer something for everyone.

We are Nova Scotia's newest municipality. In 2020, the Town of Windsor and the Municipality of the District of West Hants consolidated into one regional municipality, the West Hants Regional Municipality. The West Hants Sports Complex is the largest investment that our previous municipal governments have undertaken with financial support from the Province of Nova Scotia and the Government of Canada.

West Hants is experiencing unprecedented growth in a period of global uncertainty. Young families are moving to the region for the quality of life and year round recreational opportunities. Centrally located to the Valley, the South Shore and Metro Halifax, the West Hants Regional Municipality will open the new sports complex in the Fall of 2020.

The West Hants Sports Complex will provide an extensive variety of year-round activities including skating and hockey programs, soccer, indoor walking, trade shows, entertainment and so much more.

Be a part of the excitement! You are invited to learn about our many corporate sponsorship and advertising opportunities.

---

## The Designers

The West Hants Sports Complex was designed by **MacKay Lyons Sweetapple Architect**, Halifax, has built an international reputation for design and was the recipient of the 2017 Global Award for Sustainable Architecture.

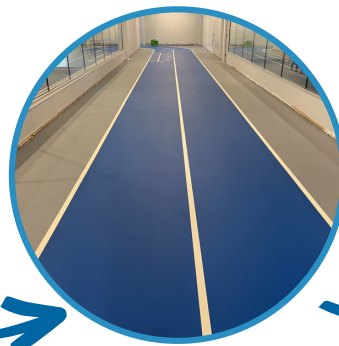
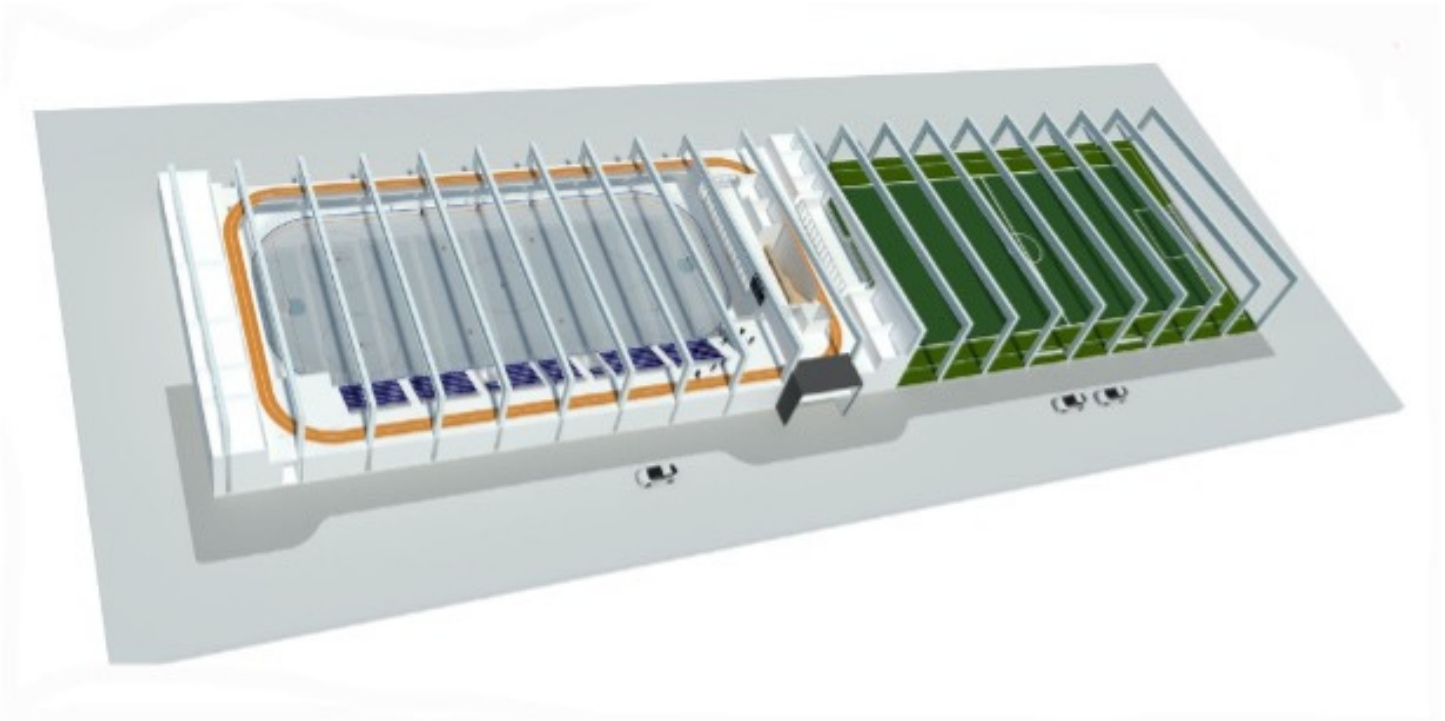
Taking this project from concept to design build, MacKay Lyons Sweetapple Architect has been dedicated to enhancing the player and spectator experience within the West Hants Sports Complex.



## The Builders

**Lindsay Construction** has been building projects of all shapes and sizes in Atlantic Canada since 1959. Whether civil, industrial, commercial, or institutional, Lindsay Construction is known for quality workmanship. They certainly have delivered on the West Hants Sports Complex.

# WEST HANTS SPORTS COMPLEX OVERVIEW



- NHL Ice Surface
- Indoor 200m Rubberized All-Purpose Track
- Fieldhouse
- Community Room
- Warm Room
- Hockey Heritage Inspired Lobby
- 2000sq ft. Commercial Opportunity

- Free Wifi
- Pop-up vendor space
- Wheelchair and handicap accessible
- Barrier free seating and viewing
- Paved and overflow parking with ample lighting
- Non-smoking facility and entrance way
- Office area for staff
- Reception and lounging areas
- Touch free doors and washrooms

# ARENA



## Facility

- Rink seating for 522
- 200 metre walking track
- 150 metres of viewing area overlooking the ice surface along the walking track
- Warm Room seating
- 9 Changing Rooms
- Officials room
- Unobstructed views of ice surface

---

## Programming

- Home of West Hants Minor Hockey Association
- Home of Kings Edgehill Female Varsity Hockey, Male Varsity Baseball and Soccer
- Home to Valley Maple Leafs Junior B
- Home to Avonview Male and Female Hockey programs
- Recreational Hockey Leagues
- Community skating programs
- West Hants Community Development Programming
- Special Events - facility is equipped to host anything from trade shows - concerts - markets - etc

# FIELD HOUSE



## Facility

- GTR Momentum Plus Turf
- Four dressing rooms
- Officials room
- Seven aside 100 x 200 pitch
- The field house can be used for a variety of sports such as soccer, football, rugby, lawn bowling, ultimate frisbee, box lacrosse, etc.
- Dedicated seating and standing areas
- Capacity to build a climbing wall within the field house



# SPONSORSHIP OPPORTUNITIES

## Naming Rights

The new West Hants Sports Complex, will provide a great opportunity to showcase your business by having your name on the Complex, the Rink, Field House, Walking Track or Community Room. The West Hants Sports Complex offers competitive pricing, compared to print, radio and television advertising. The new West Hants Sports Complex, located in the heart of the Birthplace of Hockey, will attract a very diverse audience with the rink and the field house, its community room and rubber track. Now is the time for you to take advantage of the great sponsorship opportunities available.

### Rink Naming Rights

Your company name will be listed before rink in all uses of the name including, but not limited to:

- o Interior signage in lobby and rink\*
- o Exposure with marketing associated with the West Hants Sports Complex
- o One high profile rink dasher board with your branding\*
- o One high profile field house perimeter board
- o Your corporate logo on the website and links to your company website\*
- o One under ice logo (location C or D)
- o 2 hour rink access for sponsor event

### Duration and Costing available

- o 5 Years - \$20,000 per year commitment
- o 10 Years - \$18,000 per year commitment
- o 15 Years - \$15,000 per year commitment
- o 20 Years - \$12,000 per year commitment

\*Production costs included with sponsorship

### Field House Naming Rights

Your company name will be listed before Field House in all uses of the name including, but not limited to:

- o Interior signage in lobby and field house
- o Exposure with marketing associated with the West Hants Sports Complex
- o One high profile perimeter board with your branding\*
- o Your corporate logo on the website with links to your company website
- o One under ice logo (location C or D)\*
- o 2 hour field house access for sponsor event

### Duration and Costing available

- o 5 Years - \$20,000 per year commitment
- o 10 Years - \$18,000 per year commitment
- o 15 Years - \$15,000 per year commitment
- o 20 Years - \$12,000 per year commitment

\*Production costs included with sponsorship

### Community Room Naming Rights

Your company name will be listed before the Community Room in all uses of the name including, but not limited to:

- o Interior signage in the lobby and the entrance to the Community Room\*
- o Exposure on marketing associated with the West Hants Sports Complex
- o One dasher board in the rink\*
- o One field house perimeter board\*
- o Your corporate logo on the website with links to company website

### Duration and Costing available

- o 5 Years - \$10,000 per year commitment
- o 10 Years - \$8,000 per year commitment
- o 15 Years - \$7,000 per year commitment
- o 20 Years - \$6,000 per year commitment

\*Production costs included with sponsorship

### Walking Track Naming Rights

Your company name will be listed before Walking Track in all uses of the name including, but not limited to:

- o Interior signage in the lobby and the entrance to the Activity Track
- o Exposure with marketing associated with the West Hants Sports Complex
- o One rink dasher board in the Rink
- o One field house perimeter board
- o Your corporate logo on the website with links to company website

### Duration and Costing available

- o 5 Years - \$10,000 per year commitment
- o 10 Years - \$8,000 per year commitment
- o 15 Years - \$7,000 per year commitment
- o 20 Years - \$6,000 per year commitment

\*Production costs included with sponsorship

# SPONSORSHIP OPPORTUNITIES CONT..

**\*All sponsorship signage will be produced and professionally installed at the facility's cost. The sponsor will provide artwork which will require management approval.**

•Rink dasher board advertising is 33 inches in height, approximately six feet in length. (Board is 4' by 8'). King dasher boards are 33 inches in height and 15 feet in length.

•Rink dasher board advertising will consist of high-density polyethylene (HDPE), which is the current industry standard. The display will be in the form of decals that will be professionally installed.

•Field House perimeter board advertising is 4 feet in height and 8 foot lengths. Advertisers will be responsible to provide artwork. Signs will be professionally made to specifications and installed by complex staff.

---

**All Naming Rights sponsors will receive 50 free community skating passes per year to distribute to customers and friends.**

---

## Your Next Step

Naming Rights Sponsorship is available for a minimum 5-year, to a maximum 20-year term. Company's interested in securing Naming Rights Sponsorship of the West Hants Sports Complex, Rink or Field House, Walking Track or Community Room, should submit a proposal describing:

- Detailed contact information
- Proposed name
- Annual Financial Commitment
- Term of Proposal

Any additional exposure requests/ terms/ conditions, if applicable.

Your qualifications and experience to carry out the requested sponsorship; inclusive of, but not limited to: details of involvement in similar projects, number of years in business and length of experience.

### Inquiries

Kathy Kehoe, Director of Community Development  
902-798-8391, ext 123 Email: [kkehoe@westhants.ca](mailto:kkehoe@westhants.ca)

Kevin Bennett, Manager of Parks & Recreation Facilities  
902-680-6407 Email: [kbennett@westhants.ca](mailto:kbennett@westhants.ca)

### Proposal Submission

Proposals should be clearly marked and submitted to:  
Naming Rights Sponsorship Proposal  
c/o Kevin Bennett, Manager of Parks & Recreation Facilities  
PO Box 3000, Windsor, Nova Scotia, B0N 2T0

The West Hants Regional Municipality may not necessarily accept the highest priced proposal or any proposal and reserves the right to obtain additional information from the proponents to clarify any information within its submission. If a proposal is accepted, the successful proponent will be required to enter into a contract with the West Hants Regional Municipality. The Municipality reserves the right to negotiate specific terms.

# ADVERTISING OPPORTUNITIES

## Community Skate Sponsorships

Help your community stay active while promoting your business. Choose from any of our public skate times. It's a great opportunity for the community to participate in a free skate and learn about your business.

- Sponsors will have the opportunity to set-up a display in the main lobby to promote their business during the skate.
- Sponsors will be recognized in all promotion of the community skate one week prior to the scheduled skate

Any additional advertising will be the responsibility of the sponsor and require Facility Management approval.

Duration: One time/ per public skate  
Cost: \$230 (includes taxes)

## Exterior Change Room Door Advertising

Limited availability

For an annual fee of \$500 a change room will be named after your business. Your business logo will be affixed beside the change room door. The advertiser is responsible to produce signage to size and material specifications. Graphics must be approved by management.

## Interior Change Room Door Advertising

Limited availability

For an annual fee of \$300.0, promote your business on an interior change room door. The advertiser is responsible to produce and install signage to size and material specifications. Graphics must be approved by management.

## Rink Wall Advertising

Limited availability

For an annual fee of \$700 you can promote your business by mounting a sign within the West Hants Sports Complex rink. The advertiser is responsible to produce and install signage to size and material specifications. Graphics must be approved by management. Various locations available.

## Garbage and Recycling Bins

The placement of branded garbage and recycling bins will provide high visibility throughout the West Hants Sports Complex. The advertiser is responsible to produce and install signage to size and material specifications. Graphics must be approved by management. Annual Cost per bin: \$300.00

## Rink Dasher Boards

Ice level advertising panels and a great opportunity to promote your business 12 months of the year.

- Size: Approximately 36" (height) x 96" (width)
- Duration: 3-year agreement
- LocationCost:
  - High Profile \$800/year
  - End Zones \$600/year
  - Low Profile \$400/year

Dasher board advertising will be of high-density polyethylene (HDPE) decals. The advertiser is responsible to produce and install decals to size and material specifications. Graphics must be approved by management.

## King-size Corner Dasher Boards

Corner ice level advertising panels business. Create a huge opportunity to promote your business. 4 available!

- Size: Approximately:
- 36" (height) x 192" (width) Duration: 3-year agreement
- Cost: \$1400 per year

Dasher board advertising will be of high-density polyethylene (HDPE) decals. The advertiser is responsible to produce and install decals to size and material specifications. Graphics must be approved by management.

## Ice Resurfer/Zamboni

All eyes are on the Zamboni as it cleans the ice before, during and after hockey games. Your company logo and colors, can wrap the Zamboni for all to see.

- Duration: 3-year agreement
- Cost: \$2500 per year full wrap (both sides of Zamboni)
- \$1500 per year per one side

All wrap is to be provided and professionally installed by the advertiser. Graphics must be approved by management.

# ADVERTISING OPPORTUNITIES

## Field House Perimeter Boards

Limited availability

Perimeter boards provide field advertising and a great opportunity to showcase your business.

- Size: 4 feet (height) 8 feet' (width)
- Duration: 3-year agreement
- Location Cost: Side Profile \$500/year
- End Zone: \$800/year

Field House perimeter board advertisers will be responsible to create and deliver signs to size and material specifications.

Graphics must be approved by management. Staff will install signage in the field house.

## Hydration Stations

Limited availability

Help keep our athletes hydrated by sponsoring one of our hydration stations. Participants will recognize your support every time they fill up a water bottle.

- Size: 17 inches wide and 11 inches tall
- Duration: 3-year agreement
- Cost: \$200 per water station

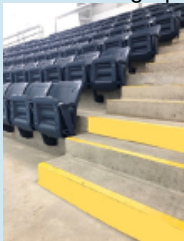
Advertisers will be responsible to provide a waterproof sign that meets the size and medium specifications outlined by the Facility Management.

Signage will be installed by facility staff.



## Rink Stair Risers Limited availability

For \$400 annually, one of 10 interior stairwells,(excluding the main stair well), can be decal'd with your business name and logo. The advertiser is responsible to have the decals produced in high-density polyethylene (HDPE) and professionally installed. All graphics must be approved by management.



There are two sets of double stairwells.

## Walking Track Standing Rail

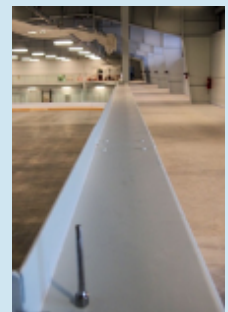
- Size: 7.5 inch flat ledge
- Length: 500 feet available

Duration: 3-year agreement

Cost: \$5 per linear foot

Sold in 100 foot lengths

All wraps will be a clear high-density polyethylene (HDPE) decal with a single colour logo. Your logo must be approved by management.



# ADVERTISING OPPORTUNITIES

## Scoreboard

Your company logo will stand out on the four corners of the hanging scoreboard. The corners are cut from aluminum plate and powder coated black. Your logo must be supplied on high-density polyethylene (HDPE), which is the current industry standard. The display will be in the form of decals that staff will place on scoreboard. Please note, there is no backlighting.

Duration: 3-year agreement

Cost: \$1000 per year for all four corners



**A1, A2, B1, B2**

**\$800/year**

**C1, C2, D1, D2**

**\$600/year**

**E1, F1**

**\$500/year**

**G1, G2, H1, H2**

**\$400/year**

## Under Ice Logos

Make a constant impression with your company's logo or name directly beneath the ice surface. Under ice logos are a great way to catch the eye of the viewer or the participant.

Duration: 3-year agreement.

Limited availability and installation due to ice making procedures.

Supply of under ice stencils or mesh is the responsibility of the sponsor. The logos must be approved by management and will be painted or installed by staff. Ice paint will be provided in 6 basic colours.

## West Hants Sports Complex Advertising

The West Hants Sports Complex is accepting "expression of interest" for all advertising. All advertisement space and positions will be reserved on a first-come, first-served, basis. Advertisers are requested to email an expression of interest outlining name, contact information and the advertising product or products to be reserved. In the case of duplicate requests, management will work with advertisers on other available products and locations.

All expression of interest regarding advertising is to be emailed to Kevin Bennett at [kbennett@westhants.ca](mailto:kbennett@westhants.ca) In the subject line please identify West Hants Sports Complex advertising.

Please note: advertising fees only cover the placement and does not include design or production, unless otherwise stated. All advertisers will receive first right of renewal.

Kevin Bennett, Manager of Parks & Recreation Facilities

902-680-6407

Email: [kbennett@westhants.ca](mailto:kbennett@westhants.ca)

The successful proponent will be required to enter into a contract with the West Hants Regional Municipality.

The Municipality reserves the right to negotiate specific terms.

# OTHER OPPORTUNITIES

The West Hants Sports Complex is funded through the West Hants Regional Municipality. Additionally, sponsorship and advertising revenue will make it possible for the municipality to expand programs, and keep rental rates reasonable for all users.

If you have an idea for advertising or sponsorship within the West Hants Sports Complex, we'd love to hear from you. We invite creativity.

Future options include the purchase of floor coverings to offer year-round events.

The West Hants Sports Complex will provide an extensive variety of year-round activities including skating and hockey programs, soccer, indoor walking, trade shows, entertainment and so much more.

## COMMERCIAL OPPORTUNITES

Other Commercial Lease packages are also available for a minimum 5-year, to a maximum 20-year, term. Proprietors should submit a proposal introducing their company and its services.

- Detailed contact information
- Term of proposal
- Any additional exposure requests/ terms/ conditions, if applicable
- Your qualifications and experience
- Lease holds to be negotiated

### Inquiries

Kathy Kehoe, Director of Community Development  
902-798-8391, ext 123 Email: [kkehoe@westhants.ca](mailto:kkehoe@westhants.ca)  
Kevin Bennett, Manager of Parks & Recreation Facilities  
902-680-6407 Email: [kbennett@westhants.ca](mailto:kbennett@westhants.ca)

### Commercial Lease Submission

Proposals should be clearly marked and submitted to: Kevin Bennett, Manager of Parks & Recreation Facilities c/o  
Commercial Lease Proposals  
PO Box 3000  
Windsor, Nova Scotia B0N 2T0

The West Hants Regional Municipality may not necessarily accept the highest priced proposal or any proposal and reserves the right to obtain additional information from the proponents to clarify any information within its submission. If a proposal is accepted, the successful proponent will be required to enter into a contract with the West Hants Regional Municipality. The Municipality reserves the rights to negotiate specific terms.