

# Title Partnership Opportunity



Support access to youth programs



Engage your Employees



Showcase your brand at MIP



Enhance quality of life in Wood Buffalo

## Canopy

The Canopy at Shell Place is a vibrant landmark in Fort McMurray Wood Buffalo. This structure is positioned at the top of the SMS Equipment Stadium and is a noticeable addition to all RRC stadium events including concerts, sporting events, and more!

The Canopy is brightly lit up every night and throughout the year this amenity is used by local community groups to highlight significant campaigns and events. In the winter months, the space below the canopy is transformed into an outdoor skating rink that families and friends can enjoy together for free.

By sponsoring this amenity at MIP, you are aligning your brand with excellence in the delivery of community-focused programs, sport and recreation opportunities for residents of the region.

**INVESTMENT** \$99,000 Over 3 Years or \$150,000 Over 5 Years

### Partnership Benefits

- Official naming rights as the partner of the Canopy including prominent display of your corporate logo at the Canopy
- Logo inclusion and/or name recognition in applicable marketing materials and official communications
- Opportunity to enroll in the MIP Group Membership discount program for employees
- Official media announcement highlighting your long-term commitment & support for health and wellness in Wood Buffalo
- Announcement of new partnership on the exterior and interior digital display screens at MIP
- Interior digital display advertising spot for a period of one year (value of \$6,000)
- Corporate partnership highlight on applicable RRC websites
- 5% of investment goes toward the WB Kids program which provides funding for recreational activities for youth in Wood Buffalo, ensuring every kid can afford to have fun

### Contact

SPONSORSHIP@RRCWB.CA

**RRC** *wb*

The Regional Recreation Corporation of Wood Buffalo humbly acknowledges that the land on which we gather, play and connect is Treaty 8 Territory, the traditional lands of the Cree and Dene, and the unceded territory of the Métis.