



Naming Rights Sponsorship Opportunity

The City of Leduc is seeking a sponsor for the Leduc Recreation Centre (LRC) facility. This sponsorship is a mutually beneficial business transaction in which a business, organization, or individual provides cash in return for recognition, community goodwill, and access to the commercial marketing potential associated with the City.

Why Sponsor?

Sponsorship is a strategic marketing investment that delivers visibility, recognition, and community impact. Partnering with municipal recreation not only highlights an organization's commitment to community well-being, but it also provides a meaningful opportunity to contribute to positive social impact and outcomes. Through sponsorship, organizations can strengthen their brand, engage with residents, and demonstrate leadership in supporting healthy, vibrant communities.

Naming rights sponsorship provides organizations with a unique opportunity to align their brand with a municipal facility, component, program, or service, while demonstrating a strong commitment to the local community. Key benefits include:

- **Strategic Alignment:** Enables alignment of business, marketing, and social/environmental objectives with a prominent municipal asset.
- **Authentic Brand Marketing:** Offers distinctive and meaningful ways to market a brand that resonates with community values.
- **Competitive Differentiation:** Provides a platform to stand out from competitors through exclusive naming rights and high-profile visibility.
- **Enhanced Visibility:** Increases long term corporate presence, brand awareness, and name recognition throughout the region.
- **Community Engagement:** Facilitates investment in the community where clients, partners, and employees live, work, and play.
- **Relationship Building:** Helps strengthen relationships with existing customers and build trust with prospective ones through shared values and meaningful connections.
- **Employee & Customer Loyalty:** Enhances engagement and loyalty among employees and customers by supporting spaces and initiatives that matter to them.
- **Reputation & Trust:** Improves brand image, credibility, and public trust through association with healthy lifestyles, family values, and community spirit represented by the municipal recreation asset.

About the Leduc Recreation Centre (LRC)

- 309,000sq.ft. premium, multi-use recreation complex surrounded by over eighty acres of playing fields
- City's flagship municipal facility and highest traffic recreation hub in the region
- Average 1.1 Million visits annually
- 250+ events annually
- 1,350 programs delivered annually
- 7,000 members
- Open 363 days/year
- State of the art facility features a comprehensive range of amenities and diverse programming positioning it as an anchor for recreation, leisure, and community engagement in the City
- Opened in 2009, the LRC features inclusive design and sustainable infrastructure aligned with modern accessibility and environmental standards
- The LRC is a clean, well-maintained, orderly facility providing exceptional brand exposure for corporate partners.
- LRC's extensive offerings and broad reach encompass a diverse audience including local & regional members, patrons, and sport tourism visitors from across the province and country.

LRC Components:

- Aquatic centre includes leisure pool, main pool, zero-depth entry/leisure tot pool, two whirlpools, waterslide, and steam room
- 9,000 sq.ft. wellness/fitness centre, equipped with premium cardio & strength equipment
- 2 fitness studios
- 3 NHL-size arenas (spectator seating up to 1,100)
- 8-sheet curling complex
- 14,000 sq.ft. boarded, artificial turf fieldhouse; centre-row curtains create two spaces
- 14,000 sq.ft. fieldhouse; curtains allow flexible division into three gymnasiums
- 4-lane indoor running track
- Track training zones (high performance, group fitness, & spin class)
- Five bookable meeting rooms & program spaces including a professional boardroom
- Event kiosk
- Community teaching kitchen
- Indoor playground and pre-school
- Central lobby area surrounding a showpiece fireplace
- Eight lease spaces

About the LRC's Current Partners

The City of Leduc has engaged in event and component naming rights sponsorship for over 15 years. Eight three percent (83%) of corporate sponsors have been partners with the LRC for over 5 years, and fifty percent (50%) have been corporate sponsor partners for over 15 years.

Current LRC Component Naming Rights Sponsors/Partners:

- Woodbend Dental
- Aspen Custom Trailers
- Leduc Co-Op
- Chemco
- Wilhauk Beef Jerky
- BMO
- RE/MAX
- MNP
- Aspenleaf Energy Ltd.
- LPH – Leduc Plumbing & Heating
- FortisAlberta
- Kosmo's Restaurant & Lounge
- Leduc County
- Plus, others who advertise and/or sponsor events & initiatives

Current Tenants:

- Black Gold Outreach School
- BGC Leduc
- Lifemark Physiotherapy
- Leduc Arts Foundry
- Dairy Queen/ Orange Julius
- Leduc Curling Club
- Simpson Hospitality o/a The Snack Shack
- Apulia Catering o/a The Loft & The Loft Room

Sponsorship Benefits

The City of Leduc Recreation Services Naming Rights Sponsorship is a program designed to be flexible and collaborative, with benefits curated to align with the unique needs and objectives of both the sponsor and the municipality. While a baseline package of sponsor benefits has been established, the City welcomes negotiation of customized and enhanced sponsor benefits from a wide range of recreation assets. Customized sponsorship maximizes value, visibility, and impact.

A. Baseline Sponsor Benefits

Included in the LRC's targeted sponsorship fee are the following baseline sponsor benefits:

- Primary branding of the facility
- News release and celebratory event to announce the partnership to the community
- Sponsor name and/or logo on:
 - Exterior building signage
 - Pylon signage
 - Interior Signage

- Official naming convention in all booking contracts, public references, etc.
- Consumer & fan engagement e.g. sponsor activations
- Lead generation booth or branded touchpoints at LRC community recreation events
- Opportunity to create joint events or community days in collaboration with the Facility
- Digital & social media Integration
 - Live Leduc App
 - Live.leduc.ca
 - Facility website and select City of Leduc webpages
 - Social media platforms - LRC Instagram and Facebook
- Advertising & recognition
 - Pull up banner/interactive touchscreen display or similar advertisement in facility
 - Static advertising in recreation facilities (e.g. rink boards, framed posters, etc.)
 - Digital advertising in the facility
 - Name and /or logo on select print collateral (brochures, guides, posters, etc.)
- Facility- branded advertising and promotional materials
- Exclusivity - industry category of component naming rights (some restrictions may apply)
- Intangible benefits
- Cross promotion license – use of property logo and approved property photos on sponsor promotional materials; exclusive offers
- First right of refusal to renew or expand sponsorship to other community facilities.

B. Additional Assets Available for Negotiation

Recreation Services has additional assets which could be available for negotiation in the sponsor agreement, including but not limited to:

- Additional advertising mediums include In-ice logos, Wallboards, and Ice resurfacers wraps
- Sponsorable components such as fitness & multipurpose rooms, event kiosk and children's play spaces
- Sponsorable public programs, services, initiatives, and events
- Facility membership discount
- Daily admission passes, flex passes, etc.
- Access to facility space for hosting corporate or community events
- Face to face marketing, direct marketing, promotional marketing
- Wristband branding
- Branded products for purchase or promotion
- Displays and surveys – static & interactive
- Customized programming for clients or staff
- Facility member rewards participation
- And more

Invitation to Propose

The City of Leduc welcomes prospective partners to submit a nonbinding proposal for LRC Facility Naming Rights.

Parties interested in becoming the LRC's first ever naming rights sponsor are invited to submit a Proposal with the following information:

1. Brief introduction to your business/organization

- Organization name
- Contact information (individual responsible for sponsorship decisions)
- Mission, vision, and values
- Brief organization overview
- Type of organization and operating area(s) served
- Target market & demographic

2. Brief overview of your current and previous sponsorships

- Describe how any previous sponsorship experiences resulted in a positive impact on the community, the sponsor, and the municipality/organization with whom you partnered
- Your approach to sponsorship and sponsor relationship
- Key factors that led to success in your previous sponsorships

3. Provide information on your offer and on your sponsorship objectives for Facility Naming Rights

- The business, marketing, community investment, social purpose goals & objectives to be achieved through this sponsorship
- The sponsorship fee you will pay to the City and length of term you propose
 - Targeted investment \$150,000 per year
 - Minimum term 10 years
- Your proposed annual activation budget and examples of potential/desired activations
- How you plan to use sponsorship to enhance your stakeholders' experience
- How you will measure sponsorship success
- Your proposed date to begin this sponsorship
- Any agreement terms and conditions which are significant to your decision

4. Some proposed names for the Facility

Sponsor Selection

Successful sponsorships depend on a meaningful connection between the sponsor and property including alignment of strategic goals, vision, and values. Proposals will be evaluated in accordance with the following Proposal Evaluation Matrix.

Leduc Recreation Centre Naming Rights Sponsorship Evaluation Rubric			
Evaluation Criteria	Points	Score	TOTAL
Proposed Investment & Term	50		
Sponsorship Fee Paid to City			
Payment Terms			
Annual Investment in Sponsorship Activation			
Proposed Term			
Business Plan & General Suitability	35		
Alignment of mission, vision, and values			
Perceived degree to which the prospect's objectives and goals can be achieved through naming rights sponsorship			
Activation ideas - opportunity to enhance patron experience			
Understanding and knowledge of naming rights sponsorship opportunities and limitations			
Potential for new and exciting partnerships and/or sponsorships			
Marketing & sponsorship expertise			
Success indicators and measurability- reasonable and achievable			
General suitability to become a sponsor in the City of Leduc			
Proposed start date			
Proposal completeness			
Overall impression			
Sponsorship History & Experience	10		
Experience of proponent in similar sponsorships			
Proposed Name for the Facility	50		
TOTAL SCORE	145		
Description		Score	
Exceeds the requirement of the criteria significantly in a way that is beneficial to the City's needs.	Excellent	5	
Exceeds the requirement of the criteria in a way that is somewhat beneficial to the City's needs.	Very Good	4	
Fully meets the requirement of the criteria.	Good	3	
Adequately meets most of the requirement of the criteria; may be lacking in some areas that are not critical.	Average	2	
Minimally addresses some, but not all of the requirements of the criteria; lacking in critical areas.	Poor	1	
Does not satisfy the requirements of the criteria in any manner.	Very Poor	0	

General Terms

- Naming Rights Sponsorship of the LRC is subject to Council approval.
- Sponsorships may be a one-time payment or a term agreement with an annual fee. First payment is due upon agreement execution.
 - Sponsorship fees are subject to GST
 - Sponsorship payments are not eligible for charitable giving tax receipts
- Fully customized benefits, rights and responsibilities, terms and conditions will be outlined in a duly executed legal agreement.
- Production costs are typically the responsibility of the sponsor and include any costs associated with signage design, fabrication, and installation. Activations costs are the responsibility of the sponsor. Renaming and rebranding costs subject to negotiation.
- Sponsors must comply with City of Leduc policies & procedures.

Timeline

This Call for Proposals will close at **Noon on Thursday, September 11, 2025.**

A site tour of the Leduc Recreation Centre will be offered at 10:00am on Tuesday, September 2, 2025. Contact dbroadbent@leduc.ca for details

Questions may be submitted to dbroadbent@leduc.ca up to Noon on September 4, 2025.

Response to all questions will be posted on September 9, 2025.

The City will review submissions of interest and select the prospect(s) for whom it feels it can best deliver results. The City may meet with the sponsor prospect(s) to further discuss the sponsor's interests and objectives, budget, timelines, and suitability. The City will invite the successful prospect to negotiate, including the negotiation of sponsor benefits.

Submit your sponsorship proposal to:

Denise Broadbent, Corporate Partnerships Coordinator
dbroadbent@leduc.ca

Leduc Recreation Centre
4330 Black Gold Drive
Leduc, Alberta, T9E 3C3

Receipt of submissions will be confirmed via reply email.