

THE RECC ARENA “TITLE SPONSORSHIP”



The Rath Eastlink Community Centre (RECC) is now accepting proposals for the Arena Naming Rights from businesses and organizations interested in becoming the official title sponsor of one of the region's most exciting and versatile venues. The RECC Arena, home to an NHL-sized ice surface, hosts thousands of visitors each year for a wide range of events, including sports, concerts, and community gatherings.

As the **Arena Title Sponsor**, your brand will gain prominent visibility and recognition across all facets of the **RECC Arena**. This is your opportunity to showcase your company's commitment to community engagement while enhancing brand loyalty in a high-traffic, family-friendly environment. Let your name be part of the moments that matter—on the ice, in the stands, and beyond.

BENEFITS TO “TITLE SPONSORSHIP” OF ARENA:



By supporting the RECC as the Arena Title Sponsor, your brand will become embedded in the cultural, recreational, and entertainment fabric of our region, reaching diverse audiences year-round. **This partnership will:**



- **Enhance your company's image** by showcasing your support for local community initiatives.
- **Increase brand visibility** through prominent exposure at major events that attract tens of thousands of attendees.
- **Build positive associations** with memorable experiences, including **hockey games, sold-out concerts, and milestone community events.**
- **Provide long-term brand awareness** through media coverage, digital platforms, and on-site activations.

YOUR BRAND WILL BE FEATURED:



- **Prominently on the exterior and interior** of the RECC Arena, including high-traffic areas surrounding the ice rink.
- **Full naming rights** for the Arena: “[Your Brand] Arena.”
- On **event tickets** (both printed and digital), **facility signage**, and **digital display screens.**
- Across **RECC digital platforms**, including the website, social media channels, and e-newsletters.
- In **media coverage** of high-profile events, often reaching **regional and national audiences.**
- At **on-site events** through **activation opportunities** and branded experiences.

Reach out to us today!

Email partnership@therecc.ca or call 902-324-0081

RATH EASTLINK COMMUNITY CENTRE

625 ABENAKI RD, TRURO NS
902.893.2224 | WWW.THERECC.CA

THE RECC ARENA "TITLE SPONSORSHIP"



RECENT MAJOR EVENTS AT THE RECC ARENA



CONCERTS

- Ice Cube
- The Beach Boys
- Brett Kissel
- Walk Off the Earth
- Travis Tritt



SPORTING EVENTS

- World Junior A Challenge
- Truro Jr A Bearcats home games
- Professional Women's Hockey Players Association
- Grand Slam of Curling Masters
- The Globetrotters



COMMUNITY EVENTS

- Provincial Cheer Competitions
- Local High School and Community College Graduations

COMMUNITY COMFORT STATION

- During Hurricane Fiona aftermath, the RECC served as a community comfort station, providing power, hot showers, and food for residents. This event demonstrated the RECC's role as a community hub during critical times, supported by local businesses.

Reach out to us today!

Email partnership@therecc.ca or call 902-324-0081

RATH EASTLINK COMMUNITY CENTRE

625 ABENAKI RD, TRURO NS
902.893.2224 | WWW.THERECC.CA