

# PARTNERSHIP OPPORTUNITIES



# THE RECC - CENTRE OF COMMUNITY



## ADVERTISE WHERE IT MATTERS

The RECC is the first thing you see arriving into Truro. It's the meeting point for Celebration, Innovation & Community. The Rath Eastlink Community Centre (RECC) was built by the community, designed to benefit the health and wellness of the community, is open to all and operates with a mandate to increase the interconnectedness of the community.



Governed by a not-for-profit Board of Directors, the RECC is full of exciting options that will help you and your family live an active lifestyle. Hosting the **Wilson's Aquatic Centre** with two pools and a 2.5 story water slide; fitness centre and studio with cardio, weight lifting, and circuit equipment; athletic development centre; indoor 35' high **Kohltech Rock Climbing Wall**; NHL sized ice pad for skating, surrounded by 2,500 fixed seats; **Nourish** food & beverage provider; and the **Stanfields Walking/Jogging** track free for public use, the recreation opportunities are extensive!



Home to the **Truro Junior A Bearcats**, the Arena within the RECC has seating capacity for over 3,000 for concert and sporting events, and has played host to **Brett Kissel, Cirque, Holiday Dreams, Queen Tribute Show** with **Marc Martel, NHL Alumni Game, April Wine**, and **so many more!** Our events consistently drive thousands of attendees, promoting local economic growth through increased patronage at restaurants, hotels, and providing a vibrant downtown Truro experience.



The RECC goes beyond events and concerts, serving as a charging and warming station during hurricane Fiona, offering the RECC LIFE subsidized membership program to overcome financial barriers, and providing diverse health and wellness programs such as group fitness, swimming lessons, rock climbing, and more for various demographics from Stroller Fit to Senior Fit. There is something for everyone at the RECC.

**Reach out to us today!**

Email [partnership@therecc.ca](mailto:partnership@therecc.ca) or call 902-324-0081

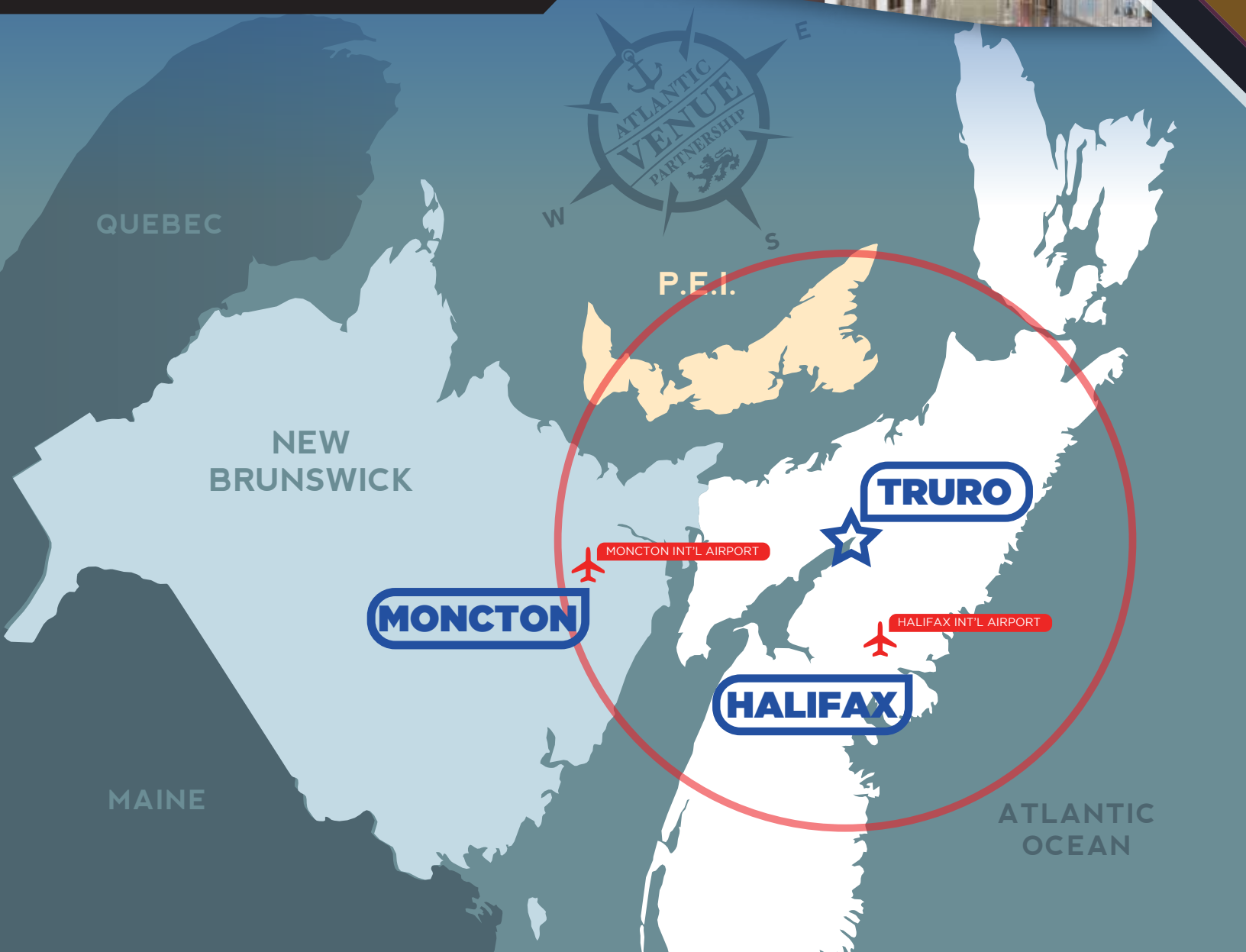
**RATH EASTLINK COMMUNITY CENTRE**

625 ABENAKI RD, TRURO NS  
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# THE RECC - CENTRE OF THE ACTION



There are over **1.2m residents** within a 90 min drive to the RECC including two international airports (Moncton & Halifax)



## DRIVING DISTANCE FROM TRURO

Halifax	1 hr	Montreal, QC	11 hrs	Moncton, NB	1.5 hrs
New Glasgow	1/2 hr	Sydney, NS	3.5 hrs	St.John's, NL Ferry	3.5 hrs
Charlottetown, PEI	2.5 hrs	Cape Breton, NS	3 hrs	Bangor, Maine, USA	6 hrs
Fredericton, NB	3 hrs				

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# WHY SPONSORSHIP WORKS



**BE PART OF HISTORICAL MILESTONES AND MEMORIES IN OUR COMMUNITY WHEN YOU INVEST IN HEALTH AND WELLNESS INITIATIVES AT THE RECC**

Our reputation for excellence and commitment in providing top-notch community programming makes us the perfect venue to showcase your brand while making a positive impact.

**If you haven't thought about partnering with us, here are some reasons why you should consider it!**



**A study conducted by the Canadian Federation of Independent Business in 2014 found that 73%** of Canadians believe that businesses should be involved in supporting their communities. Sponsoring a local community center or event can be seen as a way to demonstrate social responsibility and improve a company's image



**58% of global consumers** have reported making purchase decisions based on Out of Home (OOH) ads and signage they have seen, making it a highly influential advertising medium



**According to a 2019 study by Eventbrite, 74%** of attendees have a more positive opinion about the sponsoring company after an event, and **80%** of attendees can recall at least one sponsor of an event they attended



**A study by the Advertising Specialty Institute found that 42%** of people who receive promotional products from a business have a more favorable impression of that business. Sponsoring a local event or community center can be an opportunity to distribute promotional items, which can help improve a business's image and build goodwill with potential customers.

With our reputation for excellence and commitment to providing top-notch programming, the Rath Eastlink Community Centre is the perfect venue to showcase your brand and build connections with potential customers. Join us in making a positive impact in the local community and become a part of the exciting history of entertainment at our venue.

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# OUR DIGITAL REACH



**WE HAVE ONE OF THE LARGEST SOCIAL MEDIA FOLLOWINGS IN THE AREA**

By advertising digitally with the RECC, you reach an audience of tens of thousands who consider the RECC as the go-to source for entertainment, sports and recreation in Colchester county and beyond.

## SOCIAL MEDIA

A strong presence on various social media platforms as well as our popular website [www.therecc.ca](http://www.therecc.ca) will provide you with the means to maximum exposure and engagement to a wider audience.

**TOTAL COMBINED FOLLOWERS**  
AS OF APRIL 1, 2023

**18,500**   

**TOTAL EVENT TICKETS SOLD**  
FROM APRIL 2022 - APRIL 2023

**68,000** 

**TOTAL WEBSITE VISITS**  
FROM APRIL 2022 - APRIL 2023

**107,000**

## SAMPLES OF OUR SOCIAL MEDIA POSTS



**Post insights**

Grab your cowboy hat & boots, because we're thrilled to announce our latest FREE event in honor of our 10th...

Published by [Profile] - 31 February

Post impressions	Post reach	Post engagement
107,220	85,563	21,841



**Post insights**

We thought this picture was worth a post all by itself: Georges Laraque pulled out some wrestling moves on...

Published [Profile] - 16 February

Post impressions	Post reach	Post engagement
48,688	47,012	4,846



**Post insights**

Need a place to relax, recharge & refresh!? All are welcome her...

Published [Profile] - 26 September

Post impressions	Post reach	Post engagement
164,907	142,736	21,155



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# OUR DIGITAL REACH



**ENHANCE YOUR PRESENCE  
IN THE COMMUNITY**

## DIGITAL SIGNAGE

With the ability to display full-motion video and eye-catching graphics, your brand can effectively capture the attention of thousands of regular commuters, concert goers, and sports fans .



## OUTSIDE ROAD SIDE SIGN

Located at the busy first entrance to Truro's downtown core on McClures Mills Rd. **Seen by thousands of commuters daily**



## ARENA JUMBOTRON

Be featured at regular sporting events that put your brand in front of a captive and engaged audience of passionate fans.



## "SCREEN TIME" SIGNAGES

Advertise your business on many of our facility screens throughout the week.



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# SIGNAGE OPPORTUNITIES



## ENHANCE YOUR VISUAL IMPACT AT THE RECC

Sponsoring signage around the Rath Eastlink Community Centre is a wise investment in increasing your brand's visibility, while also supporting innovative wellness programming and services for everyone. We can help customize your brand across our facility, from arena signs to hanging banners, we can find the most impactful locations.

Did you know that signage is one of the most effective forms of advertising? According to a 2018 study by Nielsen, OOH (out of home) advertising generates up to 4.4 times more online activity per ad dollar spent compared to television, print, and radio advertising.



### “GO BIG” ARENA SIGNAGE

Above arena concessions & washroom doors

12' x 12'



### “ON TRACK” ARENA SIGNAGE

Above arena walking track & washroom doors

approx. 4' x 8'



### “READING MATERIAL” SIGNAGE

Washroom interior & above water fountain.

11" x 17" (2 spaces) & 8.5" x 11" (22 spaces)



### “NOW PLAYING” ATRIUM CLIP FRAMES

Ticketbooth, arena walking track, changroom entrance hallway & main atrium  
40' x 60'



### “DISPLAY MODEL” INTERNAL DISPLAYS

Product/equipment/vehicle display.  
Company/organization information booth



### “BANNER YEAR” BANNERS

Hanging pillar banners in the main atrium.  
20" x 38"

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# CORPORATE WELLNESS PACKAGES



## SUPPORT A HEALTHY WORKPLACE

We understand the significant impact that physical activity and wellness programs can have on employee engagement and productivity. We offer sponsoring businesses corporate membership packages that include discounted rates and full access to a wide range of health and wellness resources.

Studies have shown that employees who engage in regular physical activity take 27% fewer sick days and are 50% less likely to suffer from depression or anxiety, leading to a more engaged and productive workforce. By aligning your brand with our community-focused approach to wellness, you'll not only be supporting a healthier community, but also bolstering your own corporate wellness plan and ultimately, your bottom line.

SPONSOR	INVESTMENT	PIF* ANNUAL MEMBERSHIP DISCOUNTS	INCLUDED MEMBERSHIPS
PLATINUM	\$10,000 +	25% OFF**	2 ANNUAL FAMILY PIF MEMBERSHIPS
GOLD	\$5,000 - \$9,999	20% OFF*	1 ANNUAL FAMILY PIF MEMBERSHIPS
SILVER	\$2,000 - \$4,999	15% OFF**	1 ANNUAL ADULT PIF MEMBERSHIPS
BRONZE	\$1,200 - \$1,999	10% OFF**	N/A

\*(PIF) PAID-IN-FULL \*\* EMPLOYEES OF SPONSORING ORGANIZATIONS ARE ELIGIBLE TO PURCHASE DISCOUNTED RECC MEMBERSHIP RATES

### OPTIONS FOR EMPLOYERS TO PURCHASE...

#### BULK DAY PASS DISCOUNTS

- 50 DAY PASSES - 10% OFF
- 100 DAY PASSES - 15% OFF
- 500 DAY PASSES - 25% OFF

All our sponsors are eligible to purchase bulk day passes at a discount..

*\*Bulk day passes are for individual multi-use but is non-transferable*

#### UNIVERSAL PASS

Discover our Universal Pass: a customizable, multi-use, and shareable gym membership that caters to your unique needs. Access health and wellness programs with flexibility. *Contact us to learn more about our unique*

#### SUBSIDIZED MEMBERSHIPS

Encourage your employees to stay active by providing them a Paid-In-Full Annual RECC Membership.

**Bulk membership purchase is eligible for a discount.**

*Contact us to learn more*

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# THE RECC FITNESS CENTRE'S "TITLE SPONSORSHIP"



## POWER UP & ELEVATE YOUR BRAND'S VISIBILITY



The fitness center is a vibrant, diverse community that comes together with the common goal of improving their physical and mental health. The Fitness Centre is also a great social environment. For many, it is a place to connect and catch up with friends.

We have an amazing opportunity available for the right business to align themselves with the health and wellbeing of our community. We are currently looking for a partner to become the title sponsor of our fitness center!

## BENEFITS TO "TITLE SPONSORSHIP" OF THE FITNESS CENTRE:



- You receive an **increased visibility** and **brand recognition** with the association with the RECC as a nonprofit leader in health and wellness.
- Your **title sponsorship investment** goes back into the RECC programming.
- **Press opportunities** and **brand awareness**.
- Companies having a charitable image is a **key factor** in many consumers' purchasing decisions.



Partnering with us as the title sponsor of our fitness center includes **prominent branding** throughout the fitness center itself, as well as **including your name** in all of our physical and digital promotions.

Outside of reaching thousands of members and users in person, we also speak to over 16k+ people through our digital channels (Facebook/Instagram etc.). **This also includes corporate membership packages, 'membership perks' cross promotional, and community outreach events.**



### OUR EXISTING TITLE SPONSORS ARE:

- WILSONS AQUATICS CENTRE
- KOHLTECH CLIMBING WALL
- STANFIELDS WALKING TRACK



Reach out to me **Joel Taylor** for the best way to customized the **ideal** partnership

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# ARENA SPONSORSHIP



*Supporting the Truro Jr. A Bearcats*



## ICE LOGOS

**12 X 12 \$5000**

Next to center ice, between the blue line

**10 X 10 \$4000**

Outside of blue lines

**5 X 8 \$3000**

Face-off circles



## ARENA SIGNAGE

**12 X 12 \$5000**

Above "Top Corner" concessions

**4 X 6 \$1600**

Discounts available for multi-year agreement

**4 X 8 \$1800**

Discounts available for multi-year agreement



## BOARD SIGNS

**4 X 6 \$1200**

Include 1x season pass

**4 X 9 \$1600**

Includes 2x season passes

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# ARENA SPONSORSHIP



*Supporting the Truro Jr. A Bearcats*

## GAME DAY SPONSOR

**\$2000**

**MAKE THE GAME YOUR OWN**

**BULK TICKETS**

*(Approximate value \$600)*

To bring your staff or for contesting materials

**ON ICE ACTIVATION**

At intermissions or activations during stoppages in game play

**VIDEO ON SCORE BOARD**

Play a video for the audience before the game or during the intermissions

**IN-GAME ANNOUNCEMENT**

Your business name will be mentioned by our announcers, as well as displayed on our new digital scoreclock!

**HAVE YOUR OWN BOOTH AT THE GAME**

**MANY CUSTOMIZABLE OPTIONS AVAILABLE**



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## THE ATRIUM

**Need a venue for your next corporate event?** Check out our atrium at the RECC.

**With a seating capacity of up to 200 people, the atrium is the perfect space for your next corporate meeting, banquet or private function.**

- over 2300 square feet of space
- round or square tables
- stage & podiums available
- audio & video available
- full bar service
- full catering service
- includes pipe & drape

## MILLBROOK ROOMS

**big ideas need space to grow - book one of our well appointed rooms for your next meeting**

**Ideal for corporate business meetings & catered events**

- Capacity: 40 per room
- Multiple seating configurations available
- 4 or 8 hour rentals
- All tables & linens provided
- Full bar service (upon request)
- Full catering service available
- Includes pipe & drape

**BOOK ONLINE AT** [WWW.RATHEASTLINKCOMMUNITYCENTRE.CA/SERVICES/MEETINGS](http://WWW.RATHEASTLINKCOMMUNITYCENTRE.CA/SERVICES/MEETINGS)



### FULL CATERING SERVICES PROVIDED BY NOURISH

**Whether you're planning a business function, social event, or corporate meeting, nourish catering can create a customized menu that meets all of your specific food requirements.**

Our team of skilled experienced catering professionals are experts at crafting mouth-watering dishes that are sure to impress. From savory appetizers and entrees to decadent desserts, we've got you covered. We use only the freshest ingredients and take great care to ensure that every dish is cooked to perfection.

Contact our catering team today to learn more about our services and to start planning your next event. We're confident that you'll love the results!

**FOR MORE INFORMATION CONTACT:**  
**KEVIN BUSHEY**  
DIRECTOR OF EVENTS & HOSPITALITY  
902.843.4829 (DIRECT LINE)  
KBUSHEY@THERECC.CA



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# PRICE SHEET



**PRICES SUBJECT TO CHANGE**

UPDATE: MAY 31, 2023

<b>SPONSORSHIP ITEM</b>	<b>RATE</b>
<b>"GO BIG" 12' X 12'</b> ABOVE TOP CORNER CONCESSIONS ARENA SIGNAGE	<b>\$4000 PER YEAR</b>
<b>"ON TRACK" APPROX 4' X 8'</b> ARENA SIGNAGE	<b>\$1600 PER YEAR</b>
<b>"READING MATERIAL"</b> ARENA WATER FOUNTAINS 11" X 17" WASHROOMS 8.5" X 11"	<b>\$3400 PER YEAR</b>
<b>"NOW PLAYING" 40" X 60"</b> ATRIUM CLIP FRAMES	<b>\$1000 - \$1200 PER YEAR</b>
<b>"DISPLAY MODEL"</b> VEHICLE, BOOTH & PRODUCT DISPLAY	<b>CUSTOMIZABLE</b>
<b>"SCREEN TIME"</b> INTERNAL FACILITY DISPLAYS/TV	<b>CUSTOMIZABLE</b>
<b>ICE LOGOS VARIOUS SIZES</b> ARENA ICE RINK	<b>\$3000 - \$5000 PER YEAR</b>
<b>ARENA BOARD SIGN 6' (W) OR 9' (W)</b> ARENA ICE RINK	<b>\$1200 - \$1600 PER YEAR</b>
<b>"BANNER YEAR"</b> <b>HANGING BANNERS 20" X 38"</b>	<b>\$1200 PER YEAR</b>
<b>PARKING LOT VEHICLE DISPLAY</b> HIGHWAY OR INTERSECTION	<b>CUSTOMIZABLE</b>
<b>PARKING LOT RENTAL</b>	<b>CUSTOMIZABLE</b>
<b>FITNESS CENTRE TITLE SPONSORSHIP</b>	<b>\$30,000 PER YEAR</b>
<b>PYLON OUTSIDE DIGITAL SIGNAGE</b>	<b>SINGLE &amp; MULTIWEEK</b>

\*DISCOUNTS AVAILABLE FOR MULTI-YEAR SPONSORSHIPS

\*\*ADDITIONAL PRINT & INSTALLATION COSTS MAY APPLY

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