



# Drayton Valley - Brazeau AQUATIC CENTRE



# THE COMMUNITY

For the past twelve years, the Drayton Valley and Brazeau community has had its focus on the establishment of a new aquatic centre. The existing Park Valley Pool has exceeded its life expectancy and, although it is being well-maintained, this facility is encountering physical issues and no longer serves the community's needs.

With a combined population of over 15,000, the Town of Drayton Valley and Brazeau County are working cooperatively to build a new aquatic centre to serve all residents. Recognizing the significant capital funds required for a new aquatic centre, the two municipalities have put in tremendous efforts to plan this project; from minimizing capital expenditures, designing energy efficiencies, and minimizing operating expenditures. All of this while designing a facility that provides the community with a fun, attractive and purposeful aquatic centre.

An aquatic centre that teaches children and adults life-saving skills, and offers a place to exercise and recreate is essential to our community's quality of life. Communities often look to its recreation facilities to attract new business and families into their community. A new aquatic centre will allow our community to expand its programming, and attract competitions that benefit the entire community.

The new aquatic centre project has been guided by a full team of contractors and consultants that have worked together in a "Big Room" setting. This "Big Room" concept is part of the Integrated Project Delivery (IPD) process used to develop the aquatic centre plans. Drayton Valley has been applauded for taking this approach as it creates optimal certainty on design and cost.

The need for a new aquatic centre has been well documented. The task now is in turning that desire into action.

## WE ARE THIS CLOSE



<b>CAPITAL BUDGET</b>	\$	21,936,935	\$	21,936,935
Town of Drayton Valley Contribution	\$	5,000,000		
Brazeau County Contribution	\$	5,000,000		
Investing in Canada Infrastructure Program	\$	7,584,956		
Corporate Donations Confirmed	\$	305,217		
Capital Revenue	\$	264,663		
			\$	18,154,836
<b>Remaining Funds Required:</b>			\$	<b>3,782,099</b>

# DRAYTON VALLEY AND BRAZEAU AQUATIC CENTRE

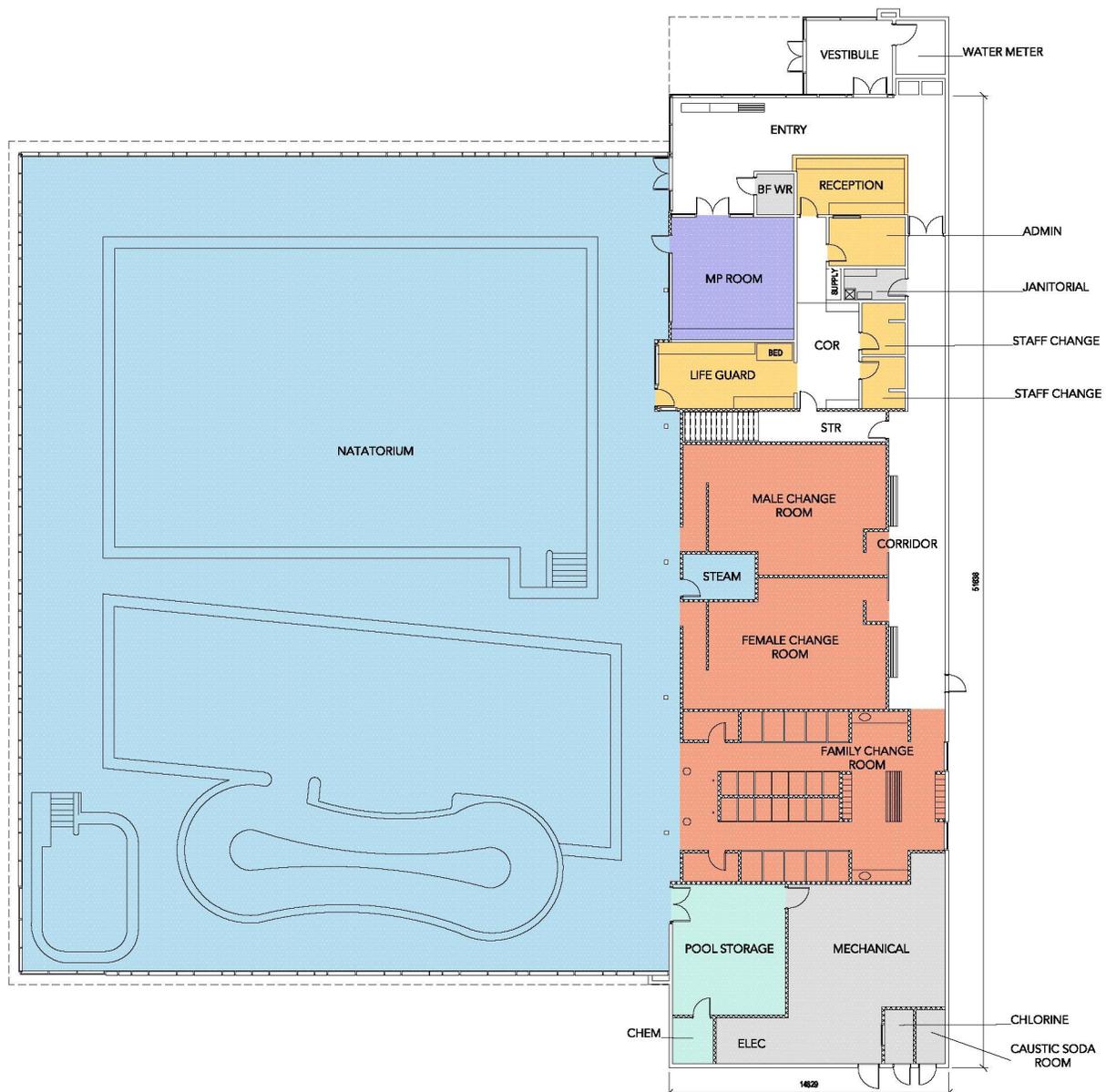
The new Aquatic Centre is designed to include the following features and amenities:

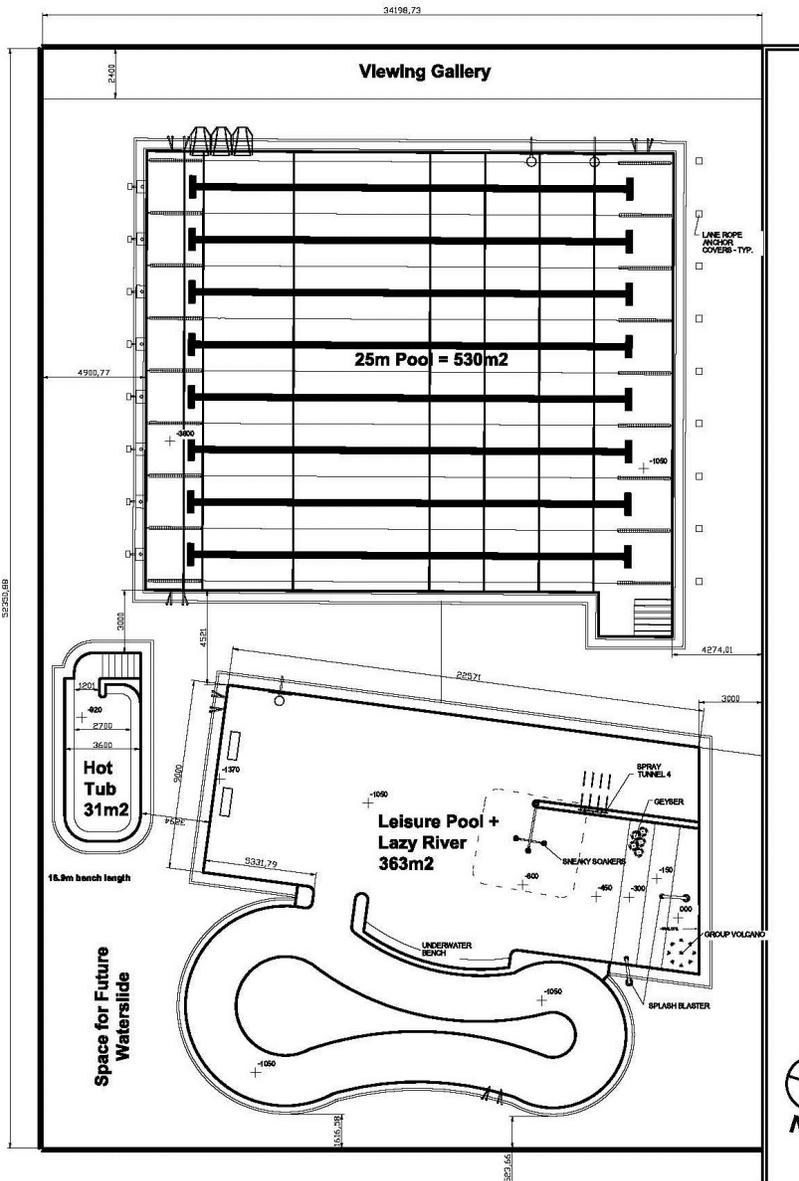
- 8 lane, 25 metre main pool with climbing wall;
- Leisure Pool with spray features;
- Lazy River;
- Hot Tub;
- Steam Room;
- Male and Female Change Rooms;
- Family (Universal) Change Rooms;
- Multi-purpose room; and
- Infrastructure for a future waterslide.

The Centre will offer opportunities for a variety of activities, including:

- Swimming Lessons;
- Aquasize Classes;
- Boating Safety;
- Leisure Swims;
- All-day Lane Swimming;
- Rehabilitative Programs;
- Competitive Swim Meets; and
- Water Sports.

The Aquatic Centre will support healthy, active lifestyles. It will also provide opportunities for families to enjoy time together and connect with the community.





## ANTICIPATED BENEFITS

- Increased annual attendance from 86,000 in current pool to projected 116,600 visits in new aquatic centre.
- Increased swimmer satisfaction as the separate tanks will allow warmer temperatures for the leisure pool users and cooler temperatures for the competition tank users.
- Increased economic activity as local businesses and retailers provide services and products for the increased number of users of the aquatic centre.
- Increased community growth as the Drayton Valley community will raise its prominence as a community of choice.

# SPONSORSHIP

This facility will belong to everyone, and we want everyone to experience that connection. Sponsorship, therefore, is more than a name strategically placed. Sponsorship is about building relationships, and we want all sponsors to feel they are a part of the life of this Aquatic Centre.

Sponsors will be given opportunities to be actively engaged in the activities and programs of the Aquatic Centre. This can take many forms, from company free swims, to giving the opening welcome at a swim competition, to helping to host a special event. Sponsors will know that their contributions have a lasting impact.

The new Aquatic Centre is estimated at a capital cost of \$21,936,935. Half of this cost has been covered through municipal funds through the Town of Drayton Valley and Brazeau County.

An additional federal grant of \$7,584,956 has been awarded through the Investing in Canada Infrastructure Program.

External funding in the form of grants, donations, and sponsorships will be necessary to make this project a reality. The community has been working with the Town of Drayton Valley to access several grant programs. Earlier fundraising and reserves have generated \$569,880.

**The goal for community sponsorship is \$ 3.8 Million.**

This facility represents an opportunity for local individuals, businesses and industries to support their community, raise their profile, promote themselves and receive lasting recognition by becoming a sponsor.

There is an opportunity to have the Drayton Valley Brazeau Aquatic Centre named after a major contributor (the facility sponsor). There are also numerous other naming opportunities available within the Centre.

## The making of a legacy . . .

# SPONSORSHIP

## 1. Aquatic Centre

### AQUATIC CENTRE NAMING RIGHTS/ENTRANCE SIGN

**One sponsorship is available for a 10 year term, structured with an annual payment of \$100,000 per year over a five year term.**

Includes major sign development, exposure in all facility media and site literature, site exposure (sponsor plaque), name recognition and road exposure, etc.

With an anticipated 116,600 visits to the Aquatic Centre every year, the Aquatic Centre sponsor will have tremendous exposure. The Sponsor will also be given the opportunity to help design how its owners and employees can be an active part of the annual programs and activities of the Aquatic Centre.

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- Opportunity to deliver Key Address at Grand Opening;
- 4 company bookings per year; and
- Opportunity to deliver welcome address at swim competition.



## 2. Main Pool

### NAMING RIGHTS TO THE 25 METRE, EIGHT LANE MAIN POOL

**One sponsorship is available for a 10 year term, structured with an annual payment of \$20,000 per year over a five year term.**

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- 2 company bookings per year; and
- Opportunity to participate in special pool events.

# SPONSORSHIP

## 3. Leisure Pool

### NAMING RIGHTS FOR THE LEISURE POOL

**One Sponsorship is available for a 10 year term, structured with an annual payment of \$20,000 per year over a five year term.**

The Leisure Pool is the ideal setting for family play time as well as for swimming lessons for young children. The Leisure Pool includes a zero entry design and water spray features.

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- 2 company bookings per year; and
- Opportunity to be showcased and to participate in special events held in the Leisure Pool.



## 4. Lazy River

### NAMING RIGHTS FOR THE LAZY RIVER

**One sponsorship is available for a 10 year term structured with an annual payment of \$15,000 per year over a five year term.**

The Lazy River offers a fun water experience for all ages. Fitness enthusiasts will use the Lazy River as a resistance training venue.

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- 1 company booking per year; and
- Opportunity to be showcased and to participate in special events held in the Lazy River.



# SPONSORSHIP

## 5. Climbing Wall

### NAMING RIGHTS FOR THE CLIMBING WALL

**One Sponsorship is available for a 10 year term, structured with an annual payment of \$10,000 per year over a five year term.**

The Climbing Wall extends over the deep end of the Main Pool, and is an attraction for those seeking fun or fitness.

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- One company booking per year; and
- Opportunity to be showcased and to participate in special events held in the Centre.



## 6. Water Slide

### NAMING RIGHTS FOR THE WATER SLIDE

**One sponsorship is available for a 10 year term structured with an annual payment of \$50,000 per year over a five year term.**

The Water Slide is a future build for the Aquatic Centre until appropriate funding/sponsorship is secured. Popular in Aquatic Centres everywhere, a water slide is an exciting attraction for family fun.

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- 2 company bookings per year; and
- Opportunity to be showcased and to participate in special events held in the Centre

# SPONSORSHIP

## 7. Hot Tub

### NAMING RIGHTS FOR THE HOT TUB

**One Sponsorship is available for a 10 year term, structured with an annual payment of \$15,000 per year over a five year term.**

The Hot Tub provides health benefits to those needing physical rehabilitation, in addition to its use as a leisure amenity.

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- 1 company booking per year; and
- Opportunity to be showcased and to participate in special events held in the Centre.



## 8. Steam Room

### NAMING RIGHTS FOR THE STEAM ROOM

**One Sponsorship is available for a 10 year term, structured with an annual payment of \$15,000 per year over a five year term.**

The Hot Tub provides health benefits to those needing physical rehabilitation, in addition to its use as a leisure amenity.

#### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- 1 company booking per year; and
- Opportunity to be showcased and to participate in special events held in the Centre.

# SPONSORSHIP

## 9. Multi-Purpose Room

### NAMING RIGHTS FOR THE MULTI-PURPOSE ROOM

**One Sponsorship is available for a 10 year term, structured with an annual payment of \$15,000 per year over a five year term.**

The Multi-Purpose Room will be available for private rentals, birthday parties, and dryland training and lessons. The Multi-Purpose Room caters to a multitude of users.

### Sponsorship Benefits:

- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- One annual free rental of Multi-Purpose Room; and
- Opportunity to be showcased and to participate in special events held in the Centre.



## SPONSORSHIP OPPORTUNITIES

The following sponsorships are also available:

- Natatorium viewing deck \$ 15,000
- Men's change-room \$ 15,000
- Women's change-room \$ 15,000
- Universal (family) change-room \$ 15,000
- Aquatic Centre Storage Room \$ 10,000
- Aquatic equipment (eg. Paddle boards  
aqua steps, aqua bikes) \$10,000

One sponsorship is available for a five year term for each opportunity above, structured as a one time payment in the first year.

Sponsorship Benefits:

- Sponsor name located at room entrance or on a product.
- Sponsor name incorporated into related literature.
- Recognition at Grand Opening.
- Opportunity to participate in special events held in the Centre.

As the Aquatic Centre project develops, additional sponsorship opportunities may present themselves. Please contact us to discuss alternate ways to contribute.

## INDIVIDUAL DONATIONS

Donations are welcome from individuals, families, and businesses. All donations will be dedicated to the construction of the new aquatic facility.

## WHY DONATE?

- be a part of bringing this facility to life for our community
- know that important life-saving skills are being taught to the children of this community
- show your pride in strengthening our community
- be recognized on the Donor Wall which will be located in the new aquatic facility

## DONATION LEVELS

PLATINUM	\$100,000 and over
GOLD	\$50,000 to \$99,999
SILVER	\$10,000 to \$49,999
BRONZE	\$1,000 to \$9,999
AQUATIC FRIEND	\$500 to \$999

All donations are welcome. Any donations over \$20.00 will receive a tax receipt from the Town of Drayton Valley.

**(only donations over \$1,000 will be recognized on the Donor Wall)**

**For further information, please contact us at:**

**Email:** [dvbaquatic@gmail.com](mailto:dvbaquatic@gmail.com)

**Phone:** 780.514.2232

**Mailing Address:** Attn: Community Aquatic Committee  
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Drayton Valley, AB T7A 1A1