



# **RICOCHET OIL CORP. 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.

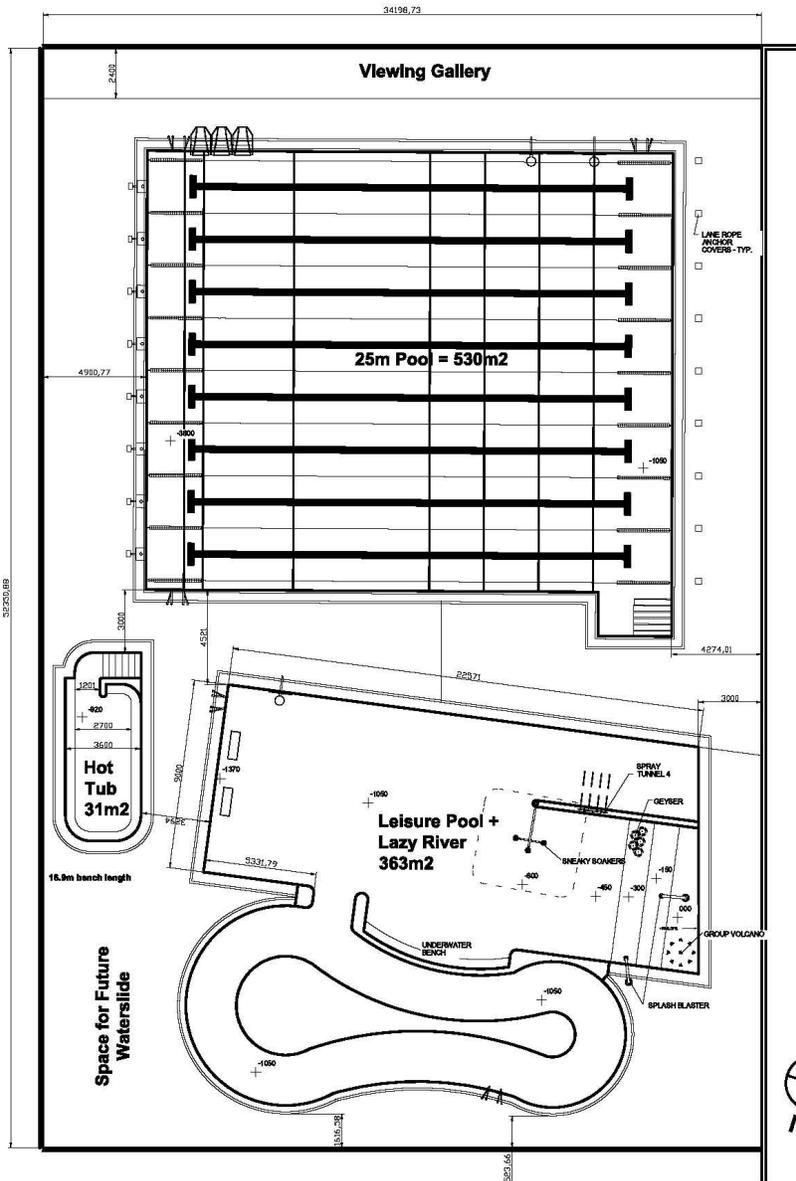
The need for a new aquatic centre has been well documented. The task now is in turning that desire into action.

## 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>





## 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, all facility media and site lighting exposure (sponsor plaque, etc.) and road exposure, etc.

With an anticipated visit to the Aquatic Centre every year, the Centre sponsor will have tremendous exposure. The Sponsor will also have the opportunity to help design how it can be used. Employees can be an active participant in programs and activities of the

Sponsored by:  
RICOCHET OIL CORP.

#### 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. 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;
- 3 company bookings per year; and
- Opportunity to be showcased and to participate in special events held in the Centre

# SPONSORSHIP

## 3. Bouldering Traverse Wall

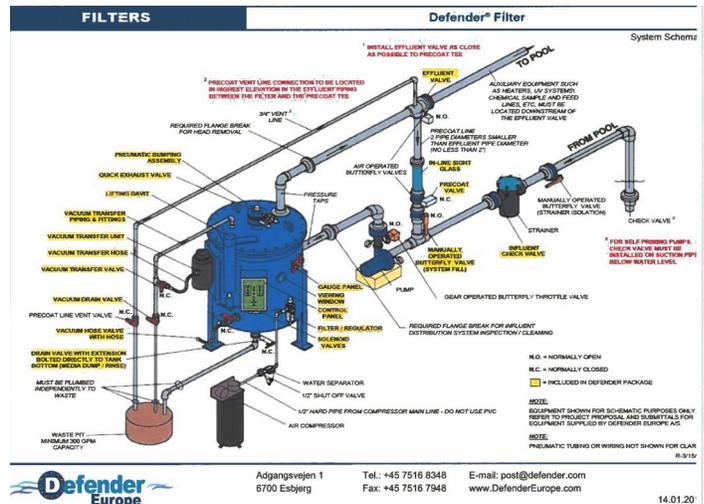
### NAMING RIGHTS FOR THE BOULDERING TRAVERSE WALL

**One Sponsorship is available for a 10 year term, structured with an annual payment of \$30,000 per year over a five year term.**

The Bouldering Traverse Wall, located on the front exterior wall of the Aquatic Centre, will be noticed by everyone who comes to the Centre. Open all year round and free to use, the Bouldering Traverse Wall will be an adventure attraction for many.

#### Sponsorship Benefits:

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



## 4. Defenders Pool Filtering System

### NAMING RIGHTS FOR THE DEFENDERS POOL FILTERING SYSTEM

**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 Defenders Pool Filtering System will offer the facility a significant amount of water and energy savings with a consistently high level of water quality even at the end of a busy operational day. The Neptune Benson Regenerative filters provide superior water filtration without the use of additional or supplemental flocculants that other filters use.

#### 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

## 5. 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 the 10 year term.**

The Leisure Pool is designed for family play time as well as lessons for young children. The pool includes a zero entry design and play features.

Sponsorship benefits include:

**Sponsored by: RIDGEBACK RESOURCES**

• Logo incorporated into design;  
• Name 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.



## 6. Competition Pool

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

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

Sponsorship benefits include:

- Logo incorporated into design;
- Name 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.

**Sponsored by: KEYERA CORP.**

# SPONSORSHIP

## 7. Landscaping

**NAMING RIGHTS FOR THE LANDSCAPING**  
incl. NATURAL GRASSES

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

In keeping with the sustainability features of the Aquatic Centre, the exterior landscaping incorporates native plants and minimal maintenance requirements. All this, and with an attractive design.

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.



## 8. Natatorium Viewing Deck

**NAMING RIGHTS FOR THE NATATORIUM VIEWING DECK**

**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 Natatorium Viewing Deck is one of the best advantage points for showcasing. Parents, friends and swim team enthusiasts will be in a prime position of the Centre during all swimming competitions.

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.

Sponsored by:  
**OBSIDIAN ENERGY**

# SPONSORSHIP

## 9. Reception Area

### NAMING RIGHTS FOR THE RECEPTION AREA

**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 Reception Area is the “control centre” for all users and visitors. The Aquatic Centre’s customer service experience starts here.

#### 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.



## 10. Natatorium Solar Power Panels

### NAMING RIGHTS FOR THE NATATORIUM SOLAR POWER PANELS

**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 Centre’s PV Solar Panels will reduce the Centre’s energy consumption and greenhouse gas emissions, which will reduce the Centre’s carbon footprint.

#### 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.

**Sponsored by:  
PEMBINA PIPELINE CORPORATION**

# SPONSORSHIP

## 11. LED Lighting

### NAMING RIGHTS FOR THE LED LIGHTING

**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 Centre's Lighting provides a lower impact on the environment as they have a longer life span, resulting in a lower carbon footprint.

#### 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.



## 12. 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 and wellness for those needing physical rehabilitation and is an excellent 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.

Sponsored by:  
DV ROYAL PURPLE

# SPONSORSHIP

## 13. 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.



## 14. 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 is available for a variety of uses including community events, rentals, birthday parties, and classes. The Multi-Purpose Room is a versatile space for a multitude of users.

#### Sponsorship Benefits:

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

**Sponsored by:  
DRAYTON VALLEY  
COMMUNITY FOUNDATION**

# SPONSORSHIP



## 15. 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 relaxing experience for all ages. Fitness enthusiasts enjoy the Lazy River as a respite from their busy schedule.

Sponsorship benefits include:

- 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.

**Sponsored by:  
ROTARY CLUB OF DRAYTON VALLEY**

## 16. Lifeguard Room/ First Aid Station

### NAMING RIGHTS FOR THE LIFEGUARD ROOM/ FIRST AID STATION

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

A Lifeguard holds a recognized certification and is assigned to protect life and promote safety in a supervised aquatic environment. Lifeguard room/First Aid Station provides the patrons with a high standard of care with a central location for public education, assistance, risk management and aquatic emergency care.

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

## 17. 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;
- 1 company booking per year; and
- Opportunity to be showcased and to participate in special events held in the Centre.



## 18. Free Wifi

### NAMING RIGHTS FOR THE FREE WIFI

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

Free Wifi allow patrons to engage in leisure activities on social media and tag the facility, which increases visibility for the facility and its sponsor.

#### 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.

**Sponsored by:  
SPARTAN DELTA CORP.**

# SPONSORSHIP

## 19. Time Clock/Touch Pads

### NAMING RIGHTS FOR THE TIME CLOCK/TOUCH PADS

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

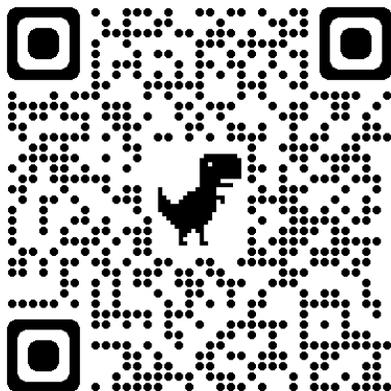
A swimming touch pad is an automatic electronic timing device used in swimming competitions. It accurately records an athlete's time and eliminates human error.

### Sponsorship Benefits:

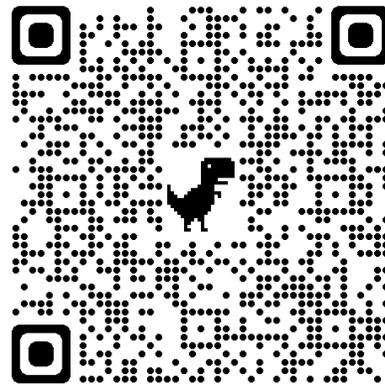
- Signage incorporated into design;
- Signage incorporated into related literature;
- Recognition at Grand Opening;
- 1 company booking per year; and
- Opportunity to be showcased and to participate in special events held in the Centre.



## FOR MORE INFORMATION



DVB Aquatic  
Website Info Page



DVB Aquatic  
Sponsorship Form

## 5 YEAR - SPONSORSHIPS

The following items have been sponsored:

- |                                  |                                      |
|----------------------------------|--------------------------------------|
| • Bleachers (x1 opportunity)     | Whitecap Resources Inc.              |
| • Bleachers (x1 opportunity)     | Apex Distribution Inc.               |
| • Men's change-room              | Hayduk Group                         |
| • Universal (Family) change-room | Pride Ventures Inc.                  |
| • Hydraulic Lift Portable        | Royal Canadian Legion Branch No. 269 |
| • Aquatic Centre Storage Room    | Plains Midstream Canada              |

The following sponsorship opportunities are still available:

- |   |           |
|---|-----------|
| • Bleachers (x2 opportunities)                                    | \$ 15,000 |
| • Women's change-room   | \$ 15,000 |
| • EV Charging Station   | \$ 15,000 |
| • Bathing Suit Spinners   | \$ 10,000 |
| • Aquatic equipment (eg. Paddle boards<br>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 donation over \$20.00 will receive a tax receipt from the Town of Drayton Valley.

**(only donations of \$500 and over 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  
Box 6837  
Drayton Valley, AB T7A 1A1



# RICOCHET OIL CORP. AQUATIC CENTRE SPONSORSHIP/DONATION FORM

MAKE CHEQUES PAYABLE TO: Town of Drayton Valley Aquatic, PO. Box 6837, 5120-52nd Street, Drayton Valley, AB T7A 1A1

Sponsor/Donor's Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_ - \_\_\_\_\_ Work:  Cell:

Date of Pledge (mm/dd/yyyy): \_\_\_\_ / \_\_\_\_ / \_\_\_\_  Cash  In-Kind  Cheque No. \_\_\_\_\_

Contribution:  Donation  Sponsorship Total Contributed \$: \_\_\_\_\_ Total In-Kind \$: \_\_\_\_\_

Nature of In-Kind Contribution: \_\_\_\_\_

**All corporate sponsors contributing, please email the print-ready JPG of your company logo to: [csadmin@draytonvalley.ca](mailto:csadmin@draytonvalley.ca)**

Please state the precise corporate or family name in the way that you wish to have it appear on any signage and/or other material

(PLEASE NOTE: space and/or wording limitations apply)

The DVB Aquatic Centre Committee wishes to recognize all contributors by name and by the level of contribution. However, we respect the desire of any contributor to limit publicity or remain anonymous. Please indicate your approval for being recognized in:

- |   |  |                              |  |
|---|--|------------------------------|--|
| 1. Event Promotional Material:          | <input type="checkbox"/> Yes <input type="checkbox"/> No | 2. On-Site Sponsor Wall:     | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 3. Local Newspaper "Thank You" Ad:      | <input type="checkbox"/> Yes <input type="checkbox"/> No | 4. CIBW FM Big West Country: | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5. Social Media (eg. Website, Facebook) | <input type="checkbox"/> Yes <input type="checkbox"/> No |                              |  |

## SPONSORSHIP/DONATION LEVELS

\* Charitable Receipts are issued for all donations over \$20 \*

\* Only donations of \$500 and over will be recognized on the Donor Wall \*

### NAMING (10 years):

Waterslide	\$250,000
Bouldering Traverse Wall	\$150,000
Defenders - Pool Filtering System	\$100,000
Landscaping incl. Natural Grasses	\$100,000
Reception Area	\$100,000
LED Lighting	\$75,000
Steam Room	\$75,000
Lifeguard Room/First Aid Station	\$75,000
Climbing Wall - PENDING -	\$50,000
Time Clock/Touch Pads	\$50,000

### OTHER SPONSORSHIPS (5 years)

Bleachers (x2 opportunities)	\$15,000
Women's Change Room	\$15,000
EV Charging Station	\$15,000
Bathing Suit Spinners	\$10,000
Aquatic Equipment (eg. Paddle Boards, Aqua Steps, Aqua Bikes)	\$10,000

### DONATIONS (cash or in-kind)\*

Platinum	\$100,000 and over
Gold	\$50,000 - \$99,999
Silver	\$10,000 - \$49,999
Bronze	\$1,000 - \$9,999
Aquatic Friend	\$500 - \$999
Donation	\$1 - \$499

#### MEN'S CHANGE ROOM

Sponsored By: HAYDUK GROUP

#### UNIVERSAL (Family) CHANGE ROOM

Sponsored By: PRIDE VENTURES INC.

#### AQUATIC CENTRE STORAGE ROOM

Sponsored By: PLAINS MIDSTREAM CANADA

#### HYDRAULIC LIFT PORTABLE

Sponsored By: ROYAL CANADIAN LEGION BRANCH No. 269

Please send a copy of the finalized form to [csadmin@draytonvalley.ca](mailto:csadmin@draytonvalley.ca)

### AQUATIC CENTRE

Sponsored By: RICOCHET OIL CORP.

### LEISURE POOL

Sponsored By: RIDGEBACK RESOURCES INC.

### COMPETITION POOL

Sponsored By: KEYERA CORP.

### NATATORIUM VIEWING DECK

Sponsored By: OBSIDIAN ENERGY

### NATATORIUM SOLAR POWER PANELS

Sponsored By: PEMBINA PIPELINE CORPORATION

### HOT TUB

Sponsored By: DV ROYAL PURPLE

### MULTI-PURPOSE ROOM

Sponsored By: DRAYTON VALLEY COMMUNITY FOUNDATION

### LAZY RIVER

Sponsored By: ROTARY CLUB OF DRAYTON VALLEY

### FREE WIFI

Sponsored By: SPARTAN DELTA CORP.

### BLEACHERS

Sponsored By: WHITECAP RESOURCES INC.

### BLEACHERS

Sponsored By: APEX DISTRIBUTION INC.

**OUR SINCERE THANKS FOR YOUR GENEROUS SUPPORT**

Contact Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

For further information please contact us at [dvbaquatic@gmail.com](mailto:dvbaquatic@gmail.com) or 780.514.2232