

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



CAPITAL BUDGET	\$	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
Remaining Funds Required:			\$	3,782,099

DRAYTON VALLEY AND BRAZEAU AQUATIC CENTRE

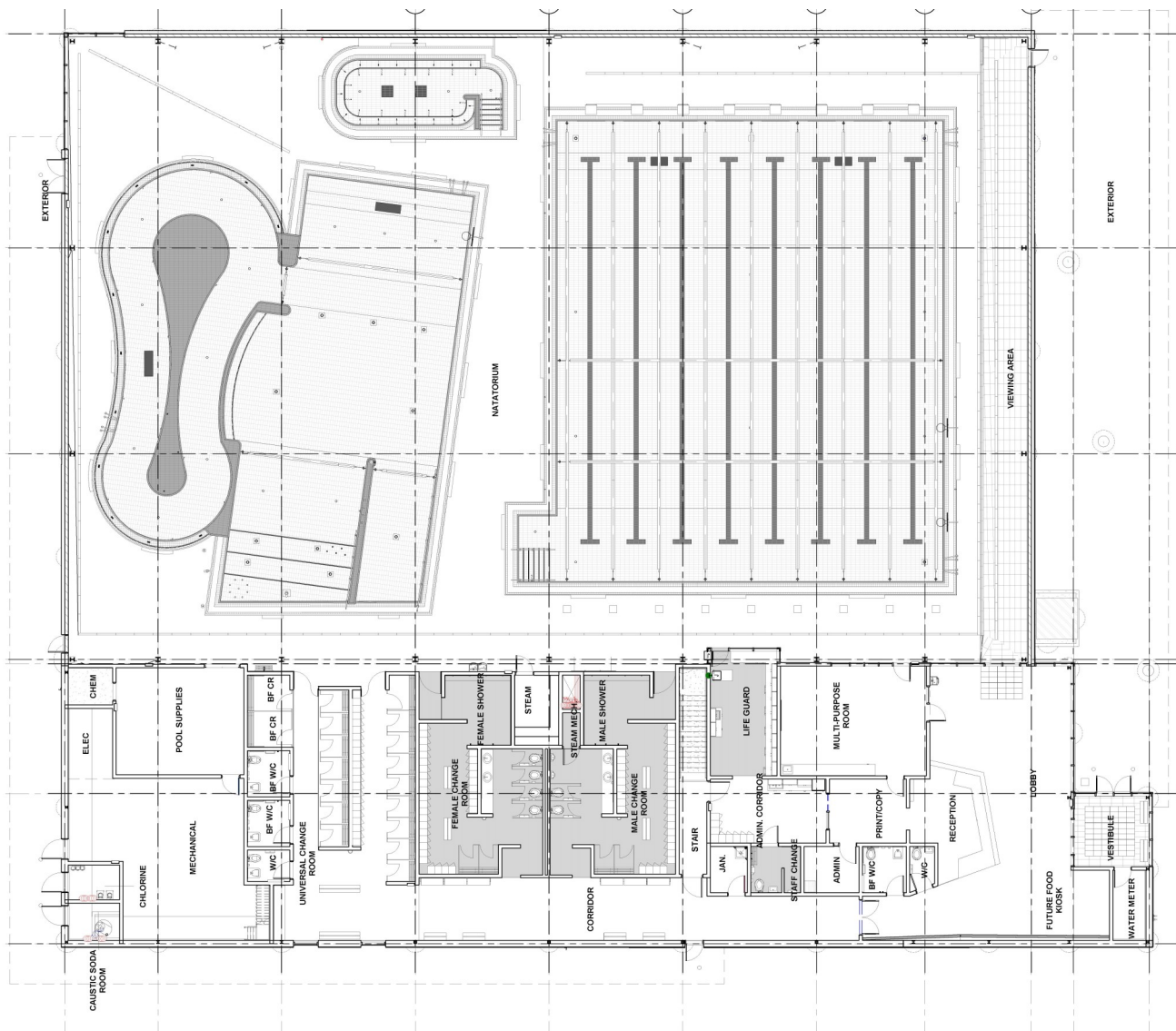
The new Aquatic Centre is designed to include the following features and amenities:

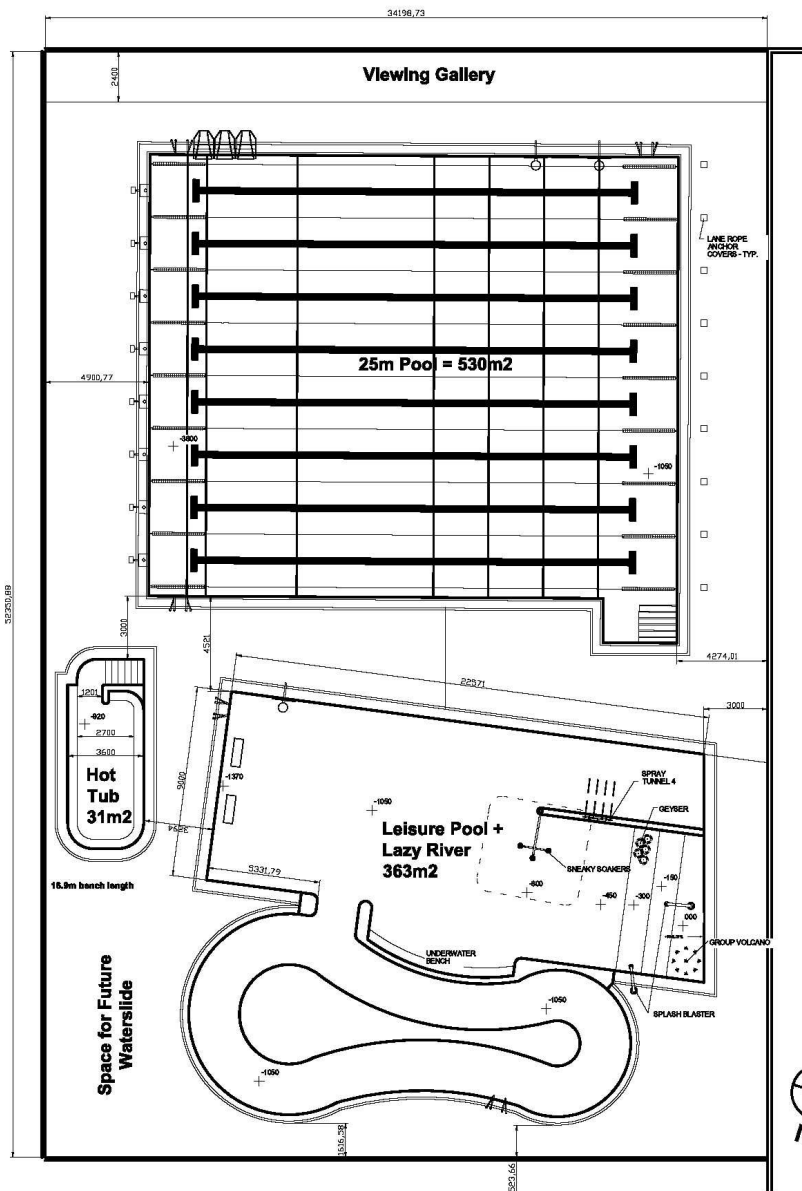
- 8 lane, 25 metre main pool with climbing wall;
- Leisure Pool with spray features;
- Lazy River;
- Hot Tub;
- Steam Room;
- Male and Female Change Rooms;
- Family (Universal) Change Rooms;
- Multi-purpose room; and
- Infrastructure for a future waterslide.

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, 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 an active participant in the 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

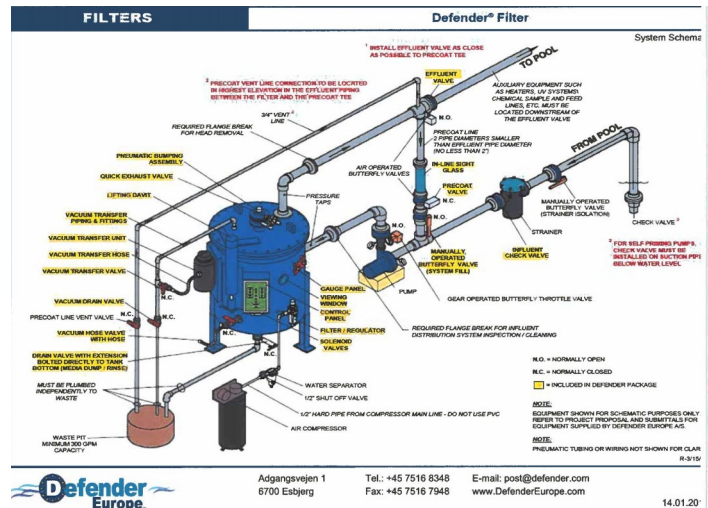
NAMING RIGHTS FOR THE BOULDERING TRAVERSE WALL

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 many features.

Sponsorship Benefits:

- Signage incorporated into design;
- Logo 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 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:

- Signage incorporated into design;
- Logo 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. 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 offers the best advantage points for showcasing. Parents, friends, and swim team enthusiasts will appreciate the position of the Centre and the view of 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 help 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 ideal 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

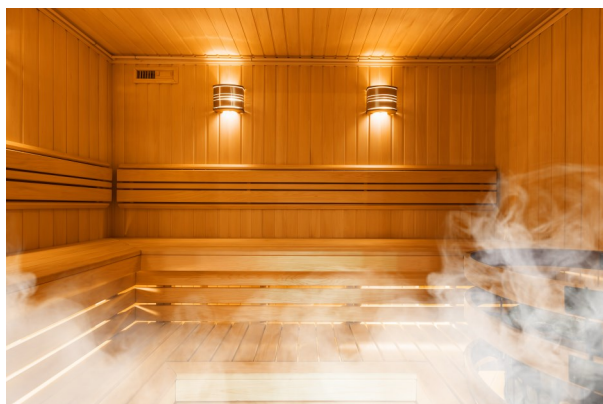
NAMING RIGHTS FOR THE STEAM ROOM

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 rentals, birthday parties, and community events. The room is equipped with 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 and safety are the Lazy River as a resort 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 Lazy River.

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 the Climbing Wall, structured with an annual payment of \$10,000 per year over a five year term.

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

Sponsorship Benefits

- Sponsorship incorporated into design;
- Sponsorship 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 the Free Wifi, 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, tag the facility, which is a benefit for the facility and its sponsor.

Sponsorship Benefits

- Sponsorship incorporated into design;
- Sponsorship 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

19. Time Clock/Touch Pads

NAMING RIGHTS FOR THE TIME CLOCK/TOUCH PAD

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

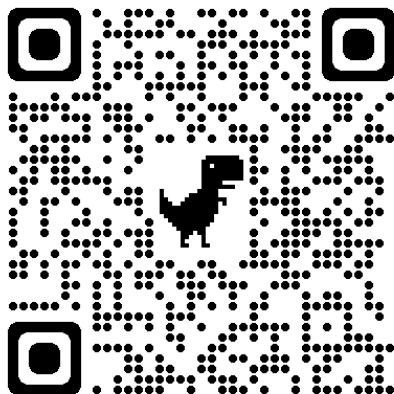
A swimming touch pad is an electronic timing device used in swimming competitions. It accurately records an athlete's time and eliminates human error.

Sponsorship Benefits:

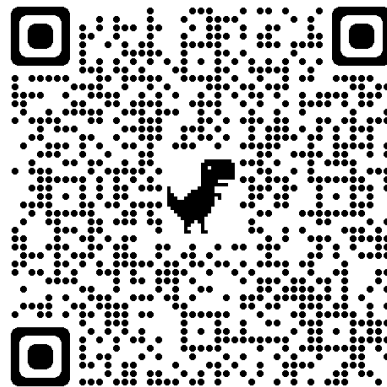
- Signage incorporated into design;
- Logo incorporated into related literature;
- Presence at Grand Opening;
- Company booking per year; and
- Opportunity to be showcased and to participate in special events held in the Centre.



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. |
| • Bleachers (x1 opportunity) | All Choice Rentals |
| • Bleachers (x1 opportunity) | Cooperators - Charron Insurance & Financial Solutions Inc. |
| • Men's change-room | Hayduk Group |
| • Universal (Family) change-room | Pride Ventures Inc. |
| • Women's change-room | All Choice Rentals |
| • Hydraulic Lift Portable | Royal Canadian Legion Branch No. 269 |
| • Aquatic Centre Storage Room | Plains Midstream Canada |
| • Bathing Suit Spinners | All Choice Rentals |

The following sponsorship opportunities are still available:

- | | |
|---|-----------|
| • EV Charging Station | \$ 15,000 |
| • 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 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: csadmin@draytonvalley.ca

Phone: 780.514.2223

Mailing Address: Attn: TODV Aquatic Sponsorship
Box 6837
Drayton Valley, AB T7A 1A1