

# SPONSORSHIP OPPORTUNITIES

# cenovus Hub ENERGY



# The City of Lloydminster

invites you to elevate your impact in the community through naming rights and sponsorship at the new Cenovus Energy Hub. Showcase your company's dedication to reinvesting in Lloydminster and the people that make it great. Be at the forefront of a monumental venture redefining recreation, entertainment and the arts in our vibrant region.

Where **Great**  
**Moments**  
Happen



# Coming winter 2025

Cenovus Energy Hub will stand as the premier event facility for entertainment in Lloydminster. This isn't just an arena or a concert venue: with indoor and outdoor ice rinks, retail spaces, a hotel and so much more — Cenovus Energy Hub will become the year-round beating heart of entertainment in the greater Lloydminster region.



# The facility will include: —

## Performance Arena Features

- 2,500 seating capacity expanding to 4,500 for concerts
- Four large 12-person executive suites
- Six small four-person theatre box suites
- Four private dressing rooms
- NHL-sized ice surface

## Community Arena Features

- 500 seating capacity
- NHL-sized ice surface
- One private dressing room

## Other Features

- Outdoor ice surface
- Multiple food and beverage areas
- Accessible and inclusive design throughout
- Flex dressing rooms
- Sledge hockey features
- Telescopic executive rails
- Multiple barrier-free seating options
- Six commercial retail spaces
- Future hotel development

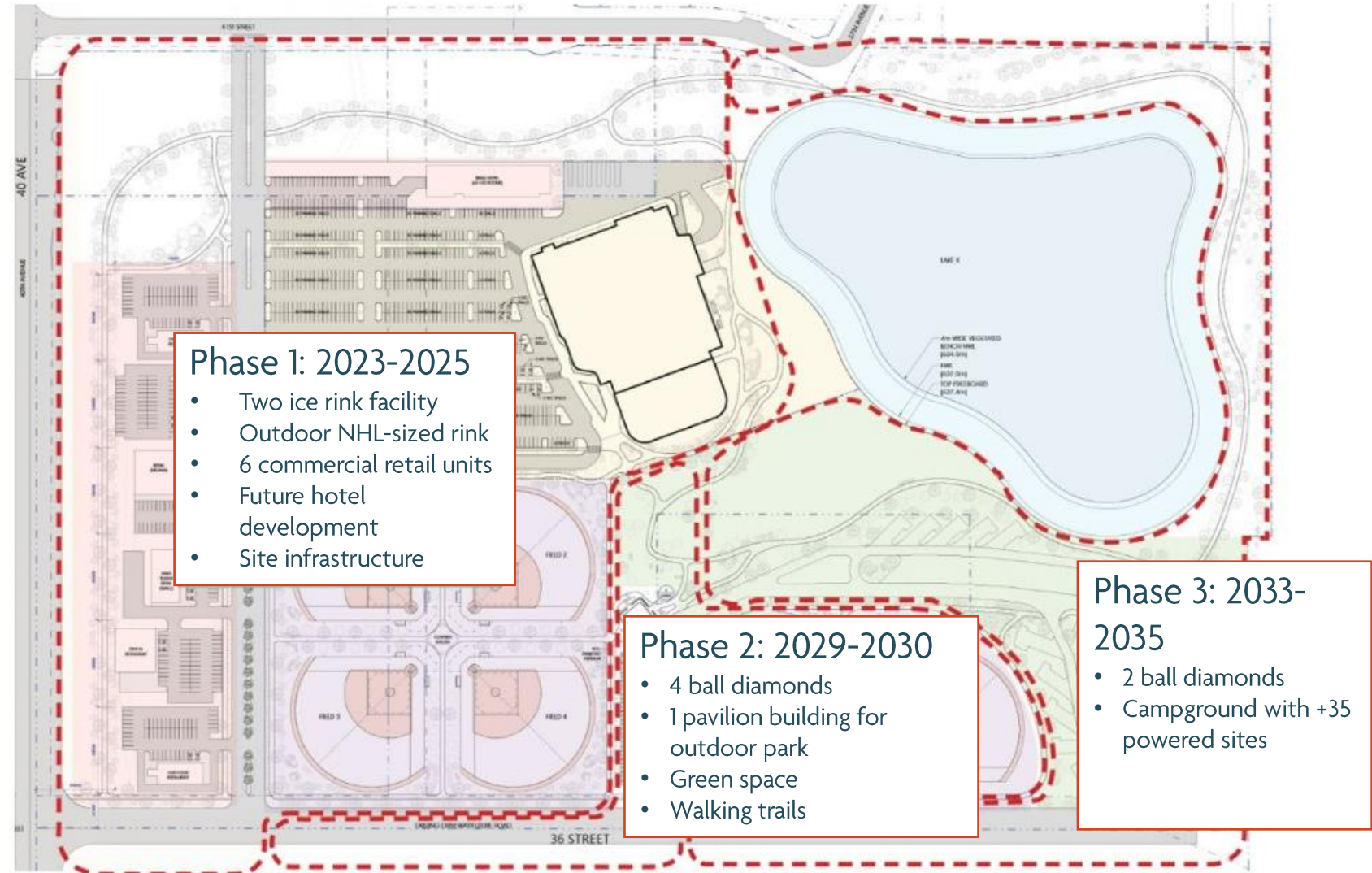
***The community is already excited!***

***Be a part of the first memories made at Cenovus Energy Hub.***

# Building Phases

The City of Lloydminster has developed an economically savvy approach to constructing this entertainment district with a phased building schedule.

Construction is currently in Phase 1 and timeline for future phases is dependent on grant funding and the generosity of sponsors.



# Coming Alive 365 Days A Year —

The facility will bring Lloydminster new entertainment opportunities such as concerts, sporting events and championships, and arts and culture activities such as:

- Concerts, tattoo conventions, powwows, dog shows, circuses and more
- AJHL, NEAJBHL, Female College Hockey ACAC, U18 AAA Elite games
- Figure skating, speed skating, and lacrosse club practices, games and meets
- Pinty's Grand Slam of Curling, Scotiabank Hockey Day in Canada, RBC Cup, Allan Cup, Saskatchewan Summer Games, Saskatchewan First Nations Winter Games, and more provincial and local tournaments

This will be the future home of local teams including the Lloydminster Junior A Bobcats, Lakeland College Rustlers, Junior B Bandits and U18 AAA hockey teams. It will also support local groups such as Lloydminster Skating Club, Lloydminster Minor Hockey Association, Lloydminster Lacrosse Association and many other adult recreation groups.





## Economic Impact —

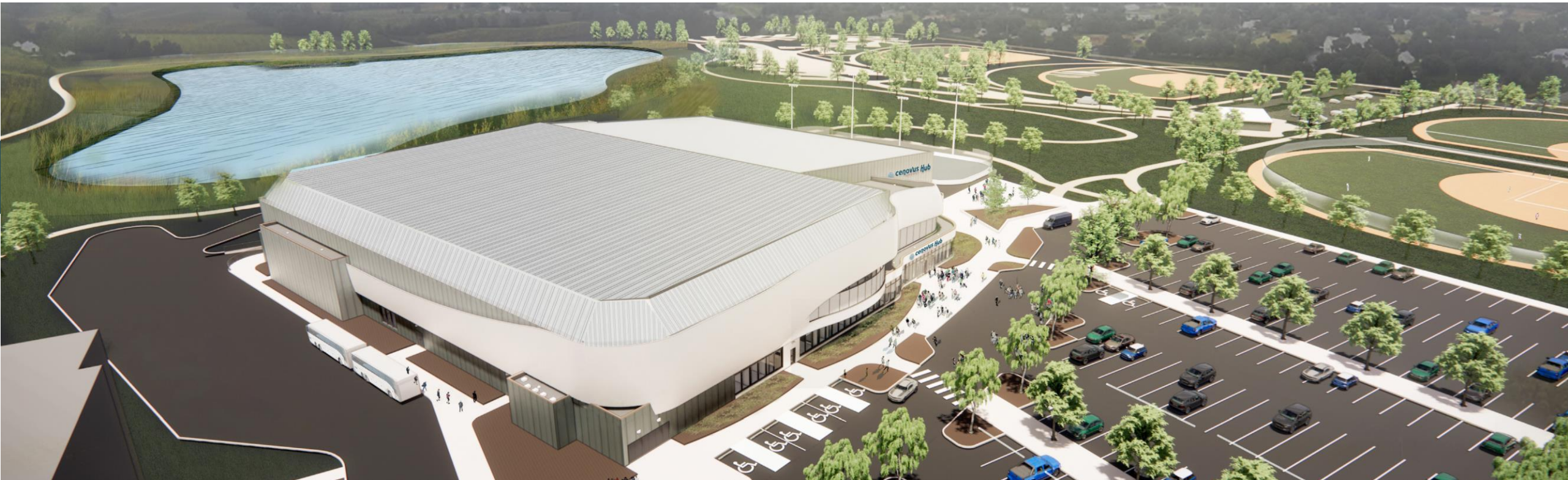
The local Lloydminster economy will benefit from Cenovus Energy Hub through job creation, tourism, and attracting new businesses and residents.

- \$242 per visit per person in Alberta
- \$204 per visit per person in Saskatchewan

Est. Visitation  
**170 000**<sup>7</sup>  
Annually

# Be part of something monumental —

Cenovus Energy Hub is poised to be the largest facility of its kind in the region, creating a major buzz in the media and igniting community fervour like never before! Get in the spotlight — sponsors can showcase their commitment to the community, support youth activities and contribute to the local economy. By becoming a naming sponsor, you will seize the opportunity to play a pivotal role in supporting the Lloydminster community and shape its recreational and entertainment landscape for years to come.





# Co-op Community Arena

“Lloydminster & District Co-op is proud to support the new community arena initiative. As an organization, we are grounded by our values, and one of them is community. I am excited that we’re giving back for generations to enjoy this new facility, and the community connection that comes with it.”

- Peter Brown, CEO, Lloydminster & District Co-op



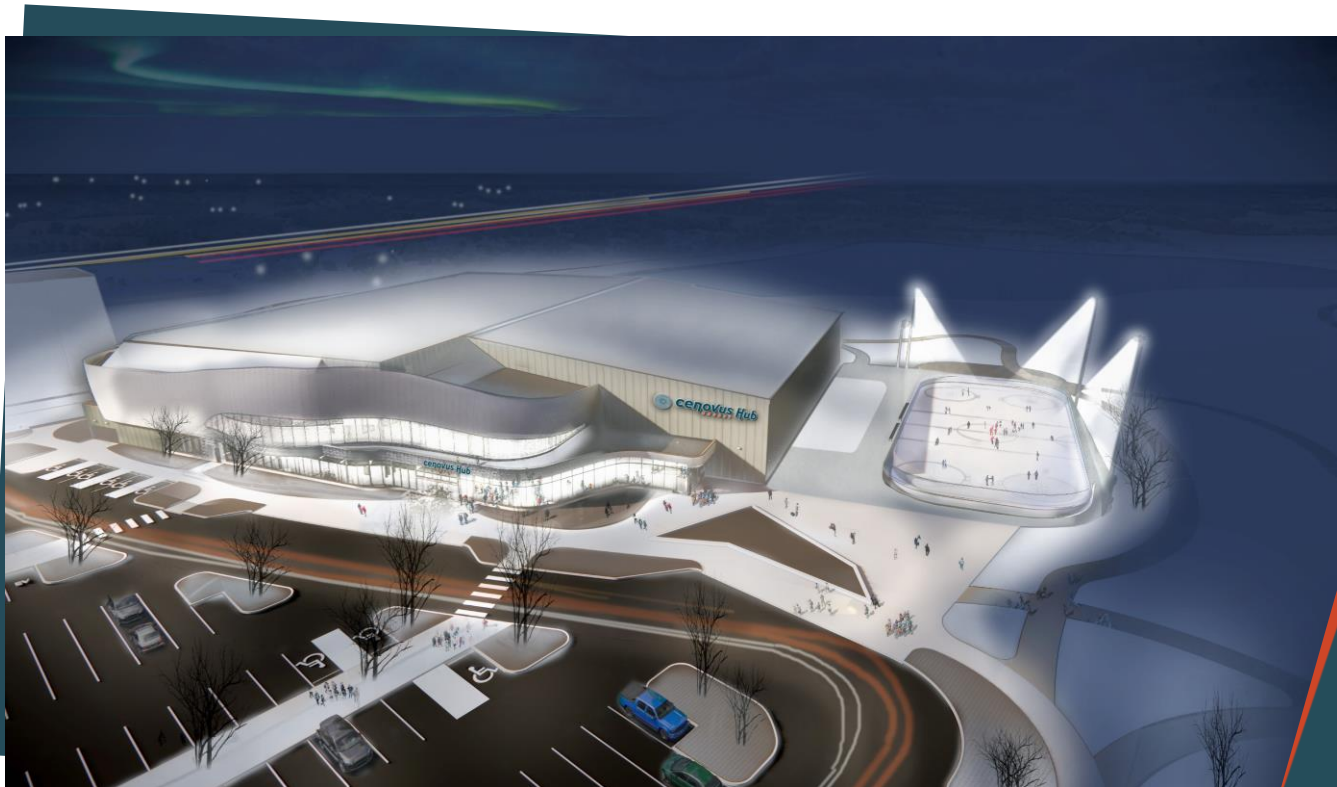
**SOLD**

**Term: 10 years**

**Total package value:  
\$300,000 + GST**

# Outdoor Arena

The adjacent outdoor arena with boards and lights brings the community together for hockey in the winter and a game of basketball in the summer. This community recreation space will be free for all to enjoy.



**Term:** 10 years

**Total package value:** \$200,000 + GST

**Initial investment:** \$100,000 + GST

**Proposed Annual fee:** \$10,000 + GST

**Production costs:** Responsibility of sponsor\*

*\*The sponsor will be responsible for all signage costs (E.g., Design, production, installation, maintenance, and repairs)*

# Outdoor Arena —

## Your sponsorship includes:

- Exclusive naming rights to the Outdoor Arena
- Logo ID outdoor signage (south side of the building)
- Logo ID on directional signage to the Outdoor Arena within the building
- Name recognition on all City of Lloydminster digital and print marketing materials
- Press release
- Cheque presentation event
- Photo opportunities

**Term:** 10 years

**Total package value:** \$200,000 + GST

**Initial investment:** \$100,000 + GST

**Proposed Annual fee:** \$10,000 + GST

**Production costs:** Responsibility of sponsor\*

*\*The sponsor will be responsible for all signage costs (E.g., Design, production, installation, maintenance, and repairs)*

# Parking Lot Rows

Grab the naming rights to one of the seven parking lot rows. With custom wayfinding signage and row markers prominently featuring sponsor logos, your brand will seize the attention of visitors from far and wide.



**ONLY A FEW REMAINING**

**Term: 10 years**

**Total package value: \$60,000 + GST per row**

**Initial investment: \$30,000 + GST**

**Proposed Annual fee: \$3,000 + GST**

**Production costs: Responsibility of sponsor\***

*\*The sponsor will be responsible for all signage costs (E.g., Design, production, installation, maintenance, and repairs)*

# Parking Lot Rows



## Your sponsorship includes:

- Exclusive naming rights to one of the parking lot rows
- Logo ID on row markers
- Cheque presentation event
- Photo opportunities

**ONLY A FEW REMAINING**

**Term: 10 years**

**Total package value: \$60,000 + GST per row**

**Initial investment: \$30,000 + GST**

**Proposed Annual fee: \$3,000 + GST**

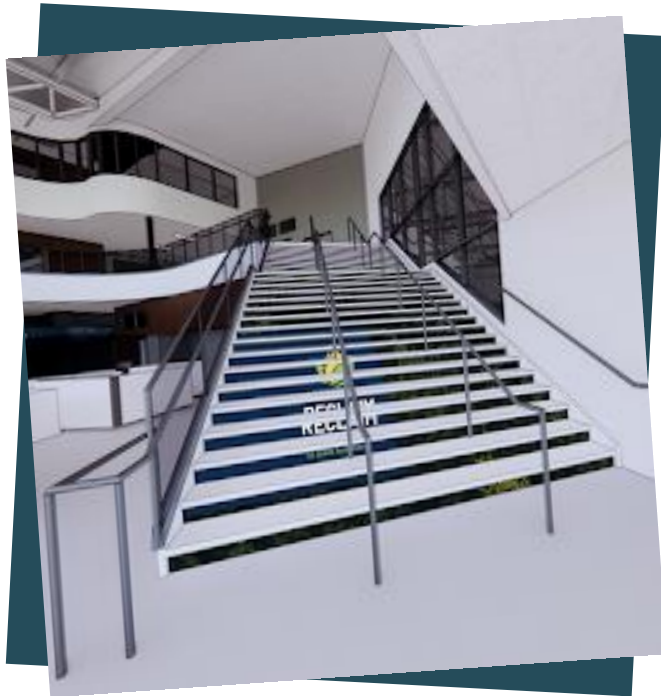
**Production costs: Responsibility of sponsor\***

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# Synergy Credit Union Stairs & Elevator

“Synergy is a co-operative financial institution that shares 35% of its pre-tax profits with members, staff and community. Synergy seeks opportunities to foster strong, vibrant communities and Cenovus Energy Hub is a great example of creating space where people can connect, collaborate and thrive. Synergy looks forward to seeing Cenovus Energy Hub become a central gathering place for the community and a source of prides for Lloydminster.”

- Glenn Stang, CEO, Synergy Credit Union



**SOLD**

**Term: 10 years**

**Total package value:  
\$160,000 + GST**

# Individual Dressing Room

Your business will be among stars when you sponsor one of twelve dressing rooms in Cenovus Energy Hub. These spaces will serve teams as they come through to play, as well as entertainers of all kinds ready to take the stage.



**ONLY A FEW REMAINING**

**Term:** 10 years

**Total package value:** \$40,000 + GST per room

**Initial investment:** \$20,000 + GST

**Proposed Annual fee:** \$2,000 + GST

**Production costs:** Responsibility of sponsor\*

*\*The sponsor will be responsible for all signage costs (E.g., Design, production, installation, maintenance, and repairs)*

# Individual Dressing Room

## Your sponsorship includes:

- Naming rights to one dressing room
- Logo ID on directional signage within the building
- Door wrap or privacy wall signage
- Name recognition on all City of Lloydminster digital and print marketing materials
- Photo opportunities



**ONLY A FEW REMAINING**

**Term: 10 years**

**Total package value: \$40,000 + GST per room**

**Initial investment: \$20,000 + GST**

**Proposed Annual fee: \$2,000 + GST**

**Production costs: Responsibility of sponsor\***

*\*The sponsor will be responsible for all signage costs (E.g., Design, production, installation, maintenance, and repairs)*



# Individual Water Filling Station

Quench the thirst for brand recognition by acquiring the naming rights to one of our five strategically located water-filling stations. These hydration hubs will be seen by visitors and athletes alike, offering you a prime opportunity to gain exposure for your company.

## Your sponsorship includes:

- Naming rights to one water filling station
- Signage around the station



**Term:** 10 years

**Total package value:** \$30,000 + GST per station

**Initial investment:** \$15,000 + GST

**Proposed Annual fee:** \$1,500 + GST

**Production costs:** Responsibility of sponsor\*

*\*The sponsor will be responsible for all signage costs (E.g., Design, production, installation, maintenance, and repairs)*

# Precision Contractors Meeting Rooms —

“We have been a part of this project since the beginning and are excited to be able to continue to support this community facility and prospective opening of the facility in late 2025 will coincide with Precision’s celebration of 40 years serving the Lloydminster community.”

- Frank Tremmel, President, Precision Contractors Ltd



**SOLD**

**Term: 10 years**

**Total package value:**

**\$60,000 + GST**

# Leave Your Legacy —

Your generous contributions will be displayed for all to see on the donor wall inside Cenovus Energy Hub. Become a patron of the arts, a supporter of local athletes and a champion of union today!

## DONATION TIERS

**Special Recognition** \$250,000+

**Patron** \$100,000 - \$250,000

**Benefactor** \$50,000 - \$100,000

**Supporter** \$25,000 - \$50,000

**Friend** \$5,000 - \$25,000

**Community Champion** \$1,000 - \$4,999



\*Concept design and subject to change

# Learn More

Thank you for your interest in supporting the Cenovus Energy Hub project. We look forward to discussing sponsorship options and other opportunities to suit your organization.

[Lloydminster.ca/cenovusenergyhub](http://Lloydminster.ca/cenovusenergyhub) | 780.875.6184 | [cenovusenergyhub@lloydminster.ca](mailto:cenovusenergyhub@lloydminster.ca)



**cenovus Hub**  
ENERGY