



When you make the Keystone
YOUR KEYSTONE,
you make it everyone's Keystone.

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Your advertising
supports your community.



ARENA ADVERTISING & SPONSORSHIP OPPORTUNITIES

The Keystone Centre sits on approximately 90 acres in Brandon's busiest commercial district and offers 540,000 square feet of multi-use space all under one roof. It is a significant contributor to the quality of life in Westman, and plays an important role in the area of social and economic impact.

There are exciting signage sponsorship opportunities available throughout the Keystone Centre. We showcase prominent, community-oriented companies on a variety of highly visible signs in multiple arenas throughout our facility.

ARENAS INCLUDE:

Westoba Place hosts the Brandon Wheat Kings home games (34 this season – not including exhibition games or play-offs), the Royal Manitoba Winter Fair and MB Ag Days and concerts, just to name a few.

Flynn & Enns Brothers Arenas are home to a number of 'bladed' associations including: Skate Brandon, Hockey Brandon, High School Hockey, Westman Hockey League and more. These arenas are visible to hundreds of thousands of visitors each year, many of whom are visiting multiple times every week!

The Westoba Agricultural Centre of Excellence is the Hub of every agricultural event at the Keystone Centre. The indoor show ring has seating for 700 people. The Ag Centre is booked all but one or two weekends, every single year!

Did You KNOW?

Operated by a non-profit corporation called the Keystone Agricultural and Recreational Centre Inc, the Keystone Centre has over 2,800 event bookings every year with an annual economic spin-off of \$80m to local business.

The non-profit Keystone Centre has an annual operating budget of \$6.75 million and receives only 11% of it's operating funds from all levels of government. Your support of Keystone Centre event bookings, rentals, food and beverage, and arena advertising / sponsorship helps us raise the rest - nearly \$6m annually.

The Provincial Exhibition of MB, who host the city's Fairs, the Brandon Wheat Kings and the Brandon Curling Club are separate organizations and tenants within the Keystone Centre. These businesses play an important role in the Centre's goal of breaking-even operationally. The Keystone generates revenue from renting space to these organizations, as well as sharing in their events' food and beverage sales and tickets sold through the Keystone Box Office.

YOU'RE THE KEY.

540,000 SQUARE FEET UNDER ONE ROOF

LOCATED IN
BRANDON, MB
THE KEYSTONE CENTRE
SERVES A TRADING AREA
OF 180,000 PEOPLE

EVENTS HELD AT KEYSTONE CENTRE GENERATE \$80 MILLION ANNUAL ECONOMIC SPIN-OFF

MORE THAN 2,800 EVENT BOOKINGS PER YEAR

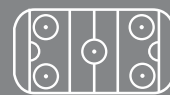
The Keystone Centre is home to a diverse array of activities providing a large component of the social, recreational, cultural and agricultural fabric of the area.

CONVENTIONS

11 meeting rooms with capacities ranging from 20 to 2,000, a 500 seat Amphitheatre, and overhead doors for large equipment displays and training.

1.6 MILLION VISITORS EVERY YEAR

RECREATION



3 NHL - size ice rinks, 5,000 seat arena - home to 7 private suites, and an 8-sheet curling rink.

AG SHOWS

Indoor and outdoor show rings plus warm-up ring, stabling barns and renowned footing in temp-controlled environment.

\$22,191.78 OPERATING COSTS PER DAY

BENEFITS OF SPONSORSHIP AT THE KEYSTONE CENTRE:

- Position your company as a forward thinking community leader.
- Expose your brand to a cross-section of demographic and lifestyle market segments.
- Build frequency through hundreds if not thousands of impressions and exposures to your brand.
- Build positive associations through beloved events and experiences in Keystone Centre's Arenas.



Westoba Place
SCORECLOCK BOTTOM PANELS



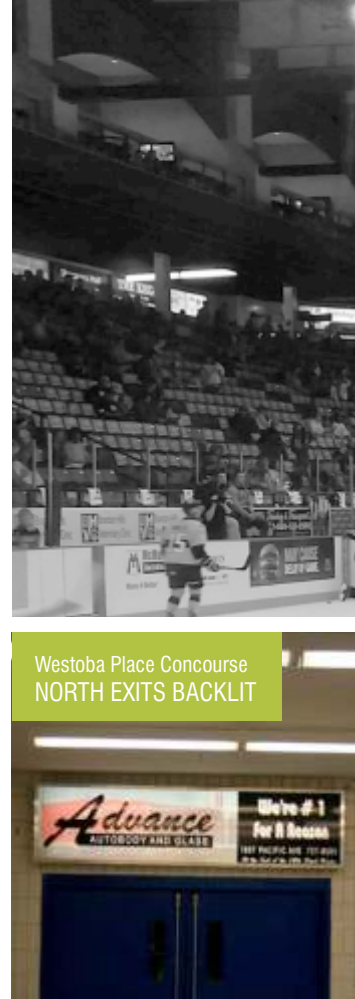
Flynn & Enns Brothers Arenas
6'X8' STAND ALONE BACKLIT



Westoba Agricultural Centre
BANNER ADVERTISING



Westoba Place Concourse
NORTH EXITS BACKLIT



Westoba Place Concourse
3'X10' BACKLIT



Flynn & Enns Brothers Arena's
NORTH END ZAMBONI



Westoba Place
SOUTH PRESS BOX



Flynn & Enns Brothers Arenas
ARENA BOARDS & 3'x10' BACKLIT





SIGNAGE OPPORTUNITIES:

BACKLIT SIGNAGE

Show off your business with attractive, highly visible signage available throughout Westoba Place, the Westoba Ag Centre, *Flynn* and Enns Brothers Arenas.

WESTOBA PLACE CONCOURSE BACKLIT:

- 3' x 10' - \$1500/yr

SOUTH HANGING BACKLIT, SKYBOX AND SOUTH PRESS BOX :

- 3' x 8' - South - \$2500/yr
- 3' x 16' - South - \$5000/yr
- 3' x 16' North Press Box - \$6000/yr
(or \$3,000/yr per 3'x8' section - 3 available)
- 3' x 24' South Press Box - \$8500/yr (or \$3000/yr per 3'x8' section - 3 available)

NORTH EXITS BACKLIT:

Westoba Place Concourse

- 2' x 8' East - \$2500/yr
- 2' x 8' West - \$2500/yr

SCORECLOCK:

The four-sided scoreclock is the focal point at every Brandon Wheat Kings home game, not to mention all other featured events throughout the year in Westoba Place.

Bottom Panels

- 16" x 97.5" - \$5000/yr (East and West - BOTH sides)
- 16" x 97.5" - \$5000/yr (North and South - BOTH sides)

ENNS BROTHERS AND FLYNN ARENAS:

- Backlit 3' x 10' - \$1250/yr
- Backlit 6' x 8' - \$3750/yr (stand-alone, highly visible!)

ARENA BOARDS

Welcome to major league advertising at minor league rates. These "NHL" sized arena boards are available in the Flynn and Enns Brothers Arenas. Home to Hockey Brandon, High School Hockey, Westman Hockey League, Skate Brandon and more. The arena boards are visible to over 500,000 visitors each year.

- 33"x 8ft - \$1000/yr

NORTH END ZAMBONI

Advertise your business on the Zamboni(s) that tirelessly service the ice surface in the Flynn and Enns Brothers Arenas, year round. Your exclusive sponsorship of this impressive machine includes the ability to paint and decal its body, that is seen by hundreds of thousands of visitors as it circles the ice during hockey and ringette practices, leagues, schools and tournaments, and figure skating training, practices, clinics and competitions. There is one primary Zamboni used to maintain these rinks and a backup machine to use as necessary. You brand both.

- Zamboni exterior (includes 2) – \$6000/yr

BANNER ADVERTISING

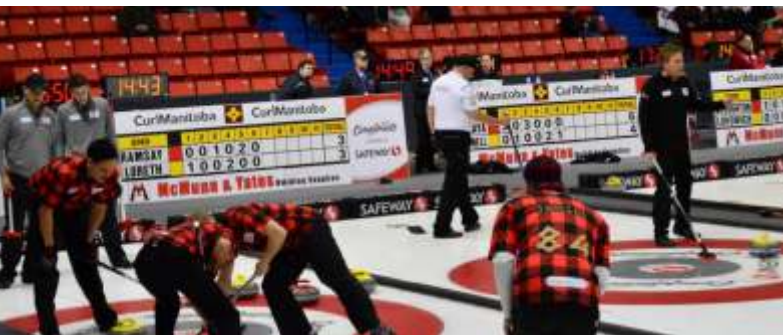
Advertise your business in the Westoba Agricultural Centre of Excellence, within our indoor show ring with seating for up to 700 people. This arena is booked nearly every weekend, all year long. It is the "hub" of every agricultural related event.

- 4' x 10' Sign - \$1200/yr

All signs are available on a one year lease, paid annually, quarterly or monthly. Lessee is responsible for creative and production costs and coordination. Please contact us for current inventory of available signage at the Keystone Centre.

Connie Lawrence | connie@keystonecentre.com | 204.729.3752

ABOUT OUR ARENAS:



WESTOBA PLACE

Westoba Place is a 5,102 seat arena that, in addition to being home to the Brandon Wheat Kings, hosts regular skating activities, major events, fairs, concerts, and world-class sporting events. Our main arena, it sees approximately 700,000 people each year.

Westoba Place has been host site to many world class events, including:

- **2019 Tim Hortons Brier**
- **2010 MasterCard Memorial Cup**
- **The Scott Tournament of Hearts**
- **Olympic Curling Trials**
- **Safeway Championships**
- **World Junior Hockey**
- **Ford World Women's Curling Championship**
- **Ford World Men's Curling Championship**
- **2016 Home Hardware Canada Cup**

Annual Events Held Here Include:

- Manitoba Ag Days
- Dakota Nation Winter Festival
- Royal Manitoba Winter Fair
- Tournament of Champions
- Arabian National Horse Show
- Manitoba Ag Ex
- Community Remembrance Day Ceremony
- ACC Graduation
- Vincent Massey Graduation
- Brandon Wheat Kings Home Games (34) and Playoffs

Special Events Held Here Include:

- Bryan Adams
- WWE Live
- Paul Brandt
- KISS
- The Price is Right Live
- John Mellencamp
- Harlem Globetrotters
- Dallas Smith & Dean Brody

FLYNN & ENNS BROTHERS ARENAS:

Keystone Centre's "twin" arenas, both offering NHL sized ice surfaces, feature clean, modern change rooms, portable bleachers, and concessions for a variety of meals and snacks. These Arenas see roughly 500,000 visitors each year.

Annual Events Held Here Include:

- Manitoba Ag Days
- Dakota Nation Winterfest
- Royal Manitoba Winter Fair
- Manitoba Summer Fair
- Arabian Horse Show
- Brandon Home Show
- Association of MB Municipalities

Major Hockey & Ice Events Held Here:

- Tournament of Champions (average 1,500 players, 1,500 visitors)
- AAA Hockey Challenge (average 2,200 players, 3,500 visitors)
- Skate Brandon (average 1,480 all year)
- Hockey Brandon (average 4,500 all year)
- League Games (average 13,000 all year)
- Rec Hockey (average 9,000 all year)
- Wendy's Winter Hockey League
- Westman Summer Hockey League
- Assiniboine College Hockey
- Vincent Massey Hockey
- Brandon Ringette
- Crocus Plains Hockey
- Atom A Wheat Kings
- Several hockey clinics



WESTOBA CREDIT UNION AGRICULTURAL CENTRE OF EXCELLENCE:

Established in 2007, this modern agricultural facility solidified the Keystone Centre as the premier place to host an agricultural event in Canada. It is 100,000 square feet of show ring, stabling, wash racks, show office and canteen all under one roof connected to the main facility. The Ag Centre sees over 400,000 visitors each year.

Annual Events Held Here Include:

- Manitoba Ag Days
- Dakota Nation Winterfest
- Royal Manitoba Winter Fair
- Arabian National Horse Show
- Canadian National Appaloosa
- Great Spirit Bison Show & Sale
- Keystone Konnection Simmental Sale
- Murray's Indoor Car Sale
- Keystone Alpaca Classic Halter Show
- Westman Dressage
- Slide N' Spin
- Northern Lights Futurity
- Manitoba Ag Ex
- Keystone Classic Angus Sale
- MQHA Thanksgiving Classic & Summer Sizzler
- Campbell's Horse Shows
- Canine Agility Racers



Naming Rights Sponsorship Opportunities:

We currently have Naming Rights Sponsorship opportunities available for the "Canada Room," and "Amphitheatre" – they range from \$10k to \$25k annually and include recognition packages worth \$50k to \$80k annually. Ask for details!



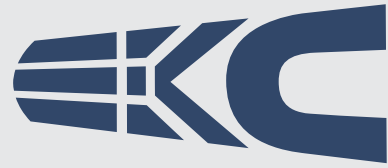
CANADA ROOM



AMPHITHEATRE



Please contact: **Connie Lawrence** | connie@keystonecentre.com | 204.729.3752
for more information and current availabilities for naming rights sponsorship and arena advertising.



KEYSTONE CENTRE

Inquiries can be directed to:
Connie Lawrence | connie@keystonecentre.com | **204.729.3752**

Just as a central organ breathes life into its various parts,
the Keystone Centre is the heart of our community and branches out to connect our lives
with necessary functions for the population in our area;
recreation, agriculture, business, entertainment & culture.

A true community is one that connects.
The Keystone Centre is *Where Westman Comes Together.*



keystonecentre.com