



KEYSTONE
CENTRE

**Advertising & Sponsorship
Opportunities**

WHERE WESTMAN COMES TOGETHER



KEYSTONE CENTRE

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

WHERE WESTMAN COMES TOGETHER



The Keystone Centre sits on approximately 90 acres in Brandon's busiest commercial district and offers 540,000 sq ft of multi-use space all under one roof.

540,000
SQUARE FEET
UNDER ONE ROOF

MORE THAN
2,800
EVENT BOOKINGS
PER YEAR

The Keystone Centre is home to a diverse array of events, providing a large component of the social, recreational, cultural, & agricultural fabric of the region

CONVENTIONS



11 meeting rooms with capacities ranging from 20 to 2,000, a 500 seat amphitheatre, & a clear top reception venue

RECREATION



3 NHL-sized ice rinks, 5,100 seat arena - home to 7 premium suites, 8 sheet curling rink

AGRICULTURE



Indoor and outdoor show rings, plus warm-up ring, 3 stabling barns and re-nowned footing in temp controlled environment

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

FEATURES:

- Fully Licensed facility
- Catered by Sodexo Live!
- Hotel attached
- Ticketmaster Venue
- Outdoor Stage & Pavilion
- On-site Campground

1.8 MILLION VISITORS EVERY YEAR

CONTACT THE KEYSTONE CENTRE:

Address: #1 1175 18th Street
Brandon, Manitoba
R7A 7C5



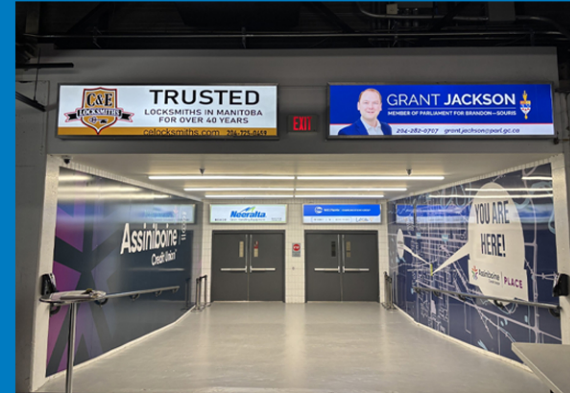
info@keystonecentre.com | 204-726-3500

FREE PARKING
FOR 2,500

Signage Opportunities

Assiniboine Credit Union Place:

- Scoreclock Backlit - \$6,000 (2 sides)
- North Wall Clock Backlit - \$5,000
- Press Box Backlit - \$3,000 (3' x 8') or \$6,000 (3' x 16')
- Prime South Hanging Backlit - \$2,750 (3' x 8') or \$5,000 (3' x 16')
- North Concourse Exit Backlit - \$2,500
- ACU Place Concourse Backlit - \$1,750
- ACU Place Zamboni Exterior Wrap - \$9,500
- ACU Place Concourse Pillar Wrap - \$2,500 - \$3,000



Flynn Arena & Enns Brothers Arena:

- Arena Exit Backlit - \$3,750
- Flynn Arena West Wall Backlit - \$1,250
- Enns Brothers Arena East Wall Backlit - \$1,250
- Flynn Arena Rinkboard - \$1,000
- Enns Brothers Arena Rinkboard - \$1,000
- Zamboni Exterior Wrap - \$6,000



Assiniboine Credit Union Ag Centre:

- West Wall Banners - \$1,250



Digital Signage:

Advertise throughout the Keystone Centre on our 8 high-resolution concourse displays, 2 interactive digital kiosks, and an electronic billboard located on 18th Street and Queens.

Naming Rights:

Naming Rights are the highest-level sponsorship available to a company or business, and can offer the greatest reach, community recognition, and impact on a target audience.

From state of the art arenas, meeting rooms, and ag venues, the Keystone Centre makes Brandon a better place to live, work, and play.

Naming rights entitle a sponsor to integrate and align their business name and brand into Western Manitoba's destination centre. Each naming rights partnership may include different assets, which deliver promotional value and brand recognition to the sponsor.

All naming rights fees and packages are separate of production costs, unless otherwise negotiated.

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 currently inventory.

Connie Lawrence | connie@keystonecentre.com | 204-729-3752
Rick Dillabough | rick@keystonecentre.com | 204-726-3522

About Our Arenas



Assiniboine Credit Union Place

Assiniboine Credit Union Place is a 4,600 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. The Keystone Centre's main arena, and flagship venue, it sees approximately seven-hundred thousand visitors each year.

Assiniboine Credit Union Place has been host site to many world class events, including:

- 2019 Tim Hortons Brier
- 2010 Mastercard Memorial Cup
- The Scott Tournament of Hearts
- World Junior Hockey
- Ford World Men's & Women's Curling Championship

Major Annual Events held in Assiniboine Credit Union Place include:

- Manitoba Ag Days
- Royal Manitoba Winter Fair
- Tournament of Champions
- PBR Canada Cup Series: Mazergroup Chute Out
- Brandon Remembrance Day Ceremony
- Canadian National Arabian Championship
- Brandon Wheat Kings WHL home games

Live Events held in Assiniboine Credit Union include:

- Bryan Adams
- John Mellencamp
- KISS
- Nickelback
- The Price is Right Live
- Sesame Street Live
- Russell Peters
- Harlem Globetrotters



About Our Arenas



Flynn Arena & Enns Brothers Arena

Keystone Centre's "twin" arenas, both offering NHL sized ice surfaces, feature clean, modern change rooms, portable bleachers, and accessible seating areas, brand-new scoreclocks - courtesy of funding from Manitoba Liquor & Lotteries, and Brandon Area Community Foundation, and concessions for a variety of meals and snacks. The year-round activity in these arenas contribute to the more than 1.8 million annual visitors to the Keystone Centre.

Major Annual Events held in the Flynn & Enns Brothers Arenas include:

- Manitoba Ag Days
- Royal Manitoba Winter Fair
- Brandon Home & Leisure Show
- Association of Manitoba Municipalities Conference
- Manitoba Summer Fair
- Canadian National Arabian Championship

Major Hockey & Ice Events held here include:

- Tournament of Champions
- AAA Hockey Challenge
- Hockey Brandon Regular Season & Playoffs
- Skate Brandon programs
- Wendy's Winter Hockey League
- Westman Summer Hockey League
- Assiniboine College Cougars
- Vincent Massey Vikings
- Crocus Plains Plainsmen
- Several hockey clinics





KEYSTONE CENTRE

Inquiries can be directed to:

Rick Dillabough | rick@keystonecentre.com | **204.726.3522**

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