



TransAlta  
Tri Leisure Centre

Sponsorship Opportunity:

**CHILDREN'S  
PLAY CENTRE**

## About the TLC

Fitness, family and fun come together at the TransAlta Tri Leisure Centre. A champion for health and wellness in the Tri-Municipal Region, the TLC is founded on the principle that healthy, active living begins with the right facilities.

We like to think of ourselves as the beating heart of the Tri-Municipal Region. We take tremendous pride in our reputation for promoting health and wellness, serving active community members in Spruce Grove, Stony Plain and Parkland County for over 20 years.

With over 2 million annual 'visits,' our patrons range from tots to seniors and elite athletes to weekend warriors. We truly have something for everyone, and it is very likely every Tri-Municipal resident has visited the TLC since its grand opening in 2002.

Our facilities at the TLC include:

- Aquatic centre with lanes, leisure pool, waterslide, play area and hot tub
- Fitness areas, including spin and group exercise studios
- Gymnasium
- Indoor track
- Leisure ice
- Twin ice pads and viewing areas
- Twin field houses and viewing areas
- Program and administrative spaces and meeting rooms

## The Numbers:

Your company logo and signage will be front and centre to the users of the facility.

**2,000,000**  
visits per year on  
average

**175,000**  
visits per month

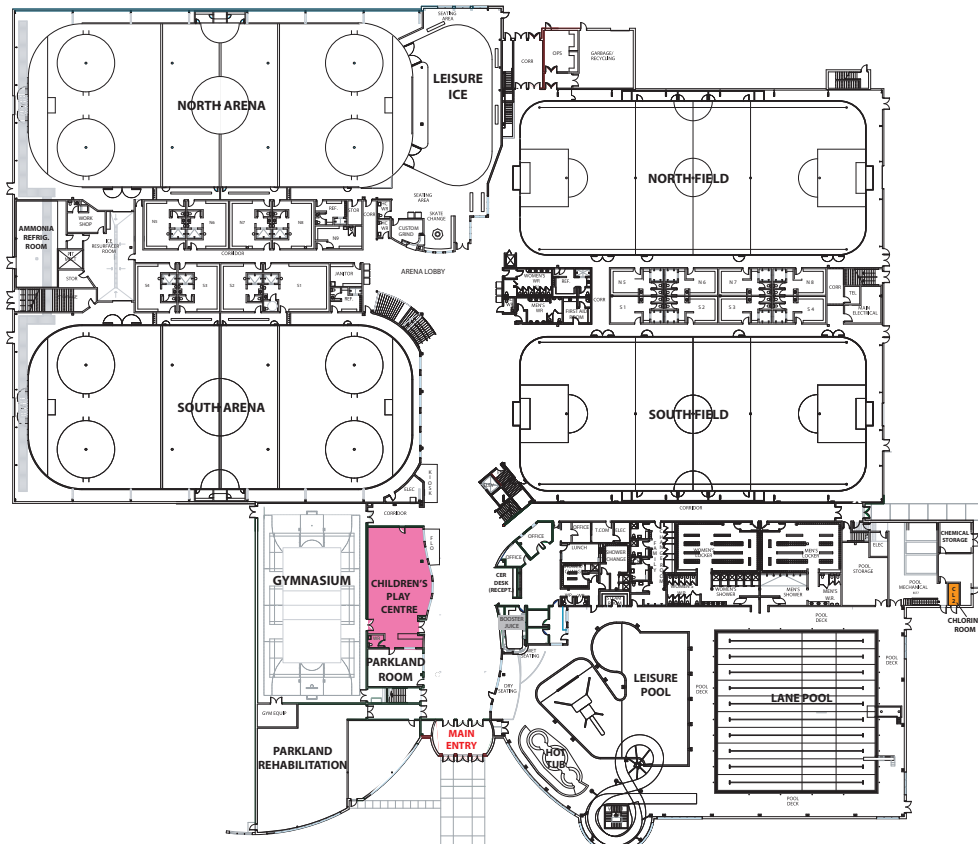
**2,000**  
visits per day

**25,000**  
impressions daily from  
drivers on  
Jennifer Heil Way  
(electronic billboard)

## Why the Children's Play Centre?

The TransAlta Tri Leisure Centre (TLC) community children's play centre is at the forefront of our visitor's experience. Located in the main foyer of the TLC, our play centre is home to our childminding service, but also is open to the public for use.

The sponsor of such a highly visible space is assured to enhance their corporate image and reputation, positioning themselves at the community's core and ensuring they rise above the competition. We are committed to a high level of programming and customer service to our customers, and aligning with a great brand would benefit both of our organizations.



**Cost: \$8,000/year**

## What can be included in the Sponsorship?

- Sponsor Recognition Wall Signage at the front entryway.
- One-time signage budget for branding of children's play centre of \$1,000.
- 50 day admissions to the TLC
- Electronic billboard signage one week per month, plus an additional week per month for special promotions.
- Two board ads (in the arena, and field)
- Launch event (free facility space) plus two hours per year of facility space for community event (or to donate to community organization)
- Logo and hotlink on website/logo in program guides and company logo in annual report



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