



**TransAlta  
Tri Leisure Centre**

## Sponsorship and Advertising Opportunities



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# 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:

**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 sponsor or advertise at the TLC?

The TLC has plenty of highly visible spaces throughout our facility that are assured to enhance your corporate image and reputation, positioning your company at the Tri-Municipal Region’s core. 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.

## Five Reasons to sponsor and advertise at the TLC

- 1. Community Engagement:** As a community hub, the TLC has people visiting for various activities, events, and programs. Advertising here shows your commitment to the local tri-community that can enhance your corporate image.
- 2. High Foot Traffic:** The TLC has astounding foot traffic, especially during peak hours and events. This exposure can increase your brand visibility and create opportunities for customer engagement.
- 3. Local Brand Awareness:** Local advertising helps create and strengthen brand awareness within the community. When residents repeatedly see your brand, it can increase recognition and trust.
- 4. Local Partnerships:** Collaborating with the TLC through sponsorships and advertising can also lead to potential partnerships, support, or joint promotional opportunities that benefit your business and the TLC.
- 5. Word-of-Mouth Marketing:** Our customers see your ads and sponsorships and often share recommendations and experiences with friends and family. They support your business because you are supporting their kids.

## PROGRAMS & PARTICIPANTS

At the TLC, we promote healthy, active living. Through our programs, we offer a variety of fitness programs throughout the year, from children’s camps to senior programs focusing on the health of both mind and body.

	2023	2024
Programs Offered	2,980	3,169
Program Participants	38,018	42,492

## 2025 SPECIAL EVENTS

- 12 Toonie Swims
- 9 Seniors Days
- SGRA Sweetheart Ringette Tournament
- National Ringette League Games
- Eli Wilson Spring Break Goaltending Camps
- AB Cheerleading Association Provincial Championships
- AB Volleyball U12 Girls Provincials Tournament
- AB Volleyball U17 Boys Provincials Tournament
- Tri Area Warriors Volleyball Club Tournament
- Spruce Grove Minor Ball Hockey Men’s Tournament
- AB Team Handball Youth Tournament
- Ringette Alberta Challenge
- Spruce Grove Minor Ball Hockey Women’s Tournament
- 22nd Alberta Champions Cup Hockey Tournament
- Teen Takeover – City of Spruce Grove x 2
- 41st Alberta Surface Mine Rescue Competition & Awards Banquet
- Parkland Pirates Invitational Swim Meet
- Spruce Grove Barracudas Club Swim Meet
- Eli Wilson Goaltending Prospects/Development Summer Camps
- Spruce Grove Barracudas Invitational Summer Swim Meet
- Tri Municipal Region Fall Info Night
- CSKA Northern Open (Parkland Shotokan Karate Association)
- ECSD Post Secondary Education Fair
- SGCHS David Pysyk Memorial Volleyball Tournament
- Parkland Pirates Zombie Disco Apocalypse Swim Meet
- Parkland Posse Lacrosse Fall Classic Tournament 4 on 4 Coed
- Spruce Grove U11AA Junior PAC Saints Classic Hockey Tournament
- COSG & Legion Remembrance Day Service
- SGSA U9-19 Community & Competitive Earlybird Soccer Tournaments
- SPMH Glenn Hall Novice Hockey Tournament
- International Day for Persons with Disabilities
- Silver Bells Winter Market
- Parkland Pirates Rock’n Reindeer Swim Meet
- TLC Blue Fins Junior Lifesaving Competition
- Eli Wilson Goal Tending Christmas Camps

# SPONSORSHIP OPPORTUNITIES

## MULTI-PURPOSE ROOM

**Location:** By the arena entrance upstairs

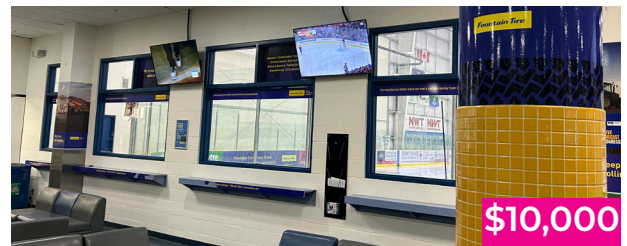
The Party Room (formerly known as Shotz Lounge) is on the second floor of the TLC, behind the concession. There will be plenty of traffic around this area as it is a very popular location and can host various events, such as birthday parties, team rentals, and more.



## LOWER LEVEL COMFORT ZONE

**Location:** At the South Arena

Get prime visibility in one of the most popular areas of the TLC! The Lower Level Comfort Zone offers spectators an up-close and personal view of the action in the South Arena, ensuring high foot traffic and engagement.



## SPECIAL EVENTS

**Location:** varies

The TransAlta Tri Leisure Centre (TLC) is a bustling facility, and we offer a few events, like Senior's Day, Toonie Swims, and Public Skating. By sponsoring an event at the TLC, you can reach a targeted tri-region audience, generate leads, and increase brand recognition. Event sponsors can also benefit from increased social media engagement related to the event.



## ADVERTISING OPPORTUNITIES

### BOARD ADS

**Location:** Arenas and Fields

The TLC has two arenas and two indoor fields packed with fans and families throughout the week and on weekends. This is a popular option for advertising in the Tri Region.





## Multi-Purpose Room

\$7,500/YEAR

### Why sponsor the Multi-Purpose Room?

The Multi-Purpose Room (formerly known as Sholtz Lounge) is on the second floor of the TLC, behind the concession. This location is a prime area for a prospective sponsor as a high traffic volume goes by this area regularly. The room can host various events, such as birthday parties, team rentals, workshops, and more.

### What can be included in the Sponsorship?

- Sponsor Recognition on digital signage at the front entryway.
- One-time signage budget for branding of the multi-purpose room of \$1,000.
- 50 day admissions to the TLC
- Electronic billboard signage two weeks 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



## Lower Level Comfort Zone

\$10,000/YEAR

### Why sponsor the Leisure Ice?

Get prime visibility in one of the most popular areas of the TLC! The Lower Level Comfort Zone offers spectators an up-close and personal view of the action in the South Arena, ensuring high foot traffic and engagement.

### What can be included in the Sponsorship?

- Sponsor Recognition on digital signage at the front entryway.
- One-time signage budget for branding of the comfort zone of \$1,000.
- Three TVs showcasing TSN
- Five brandable windows
- Three brandable pillars
- Premium signage along the stairway .
- 100 day admissions to the TLC
- Electronic billboard signage one week per month
- 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



## Senior's Day

\$250/EVENT

### Why sponsor Senior's Day?

The TLC runs Senior's Day on the second Wednesday of every month. This event features live entertainment, dancing, coffee, tea, and snacks for our area's seniors. It's an excellent opportunity for prospective sponsors to reach the 65+ demographic.

### What can be included in the Sponsorship?

- Your logo on social media promotional posts.
- Advertising the event on our electronic billboard located on Jennifer Heil Way.
- Advertising the event on our video screens throughout the facility, including the screen in the Aquatic Centre.
- Logo and hotlink on website/logo in our events page
- A table outside the dry section of the pool to have your information available for patrons.
- Signage at the front desk advertising your Sponsorship of the event.
- Your logo on our website's event section promoting the event



## Named Sponsor for Toonie Swims

**\$500/EVENT**

### Why sponsor the Toonie Swim?

The TLC offers Toonie Swims on the last Saturday of the month, which are extremely popular for families. Becoming the named sponsor of Toonie Swims would be an excellent opportunity for a prospective sponsor to reach a broader audience.

### What can be included in the Sponsorship?

- Your logo on social media promotional posts.
- Advertising the event on our electronic billboard located on Jennifer Heil Way.
- Advertising the event on our video screens throughout the facility, including the screen in the Aquatic Centre.
- Logo and hotlink on website/logo in our events page
- A table outside the dry section of the pool to have your information available for patrons.
- Signage at the front desk advertising your Sponsorship of the event.
- Your logo on our website's event section promoting the event



Your company ad  
could be here.

## Board Advertising

1 Board ad - \$879.65 per year

### Why advertise with board ads?

The TLC has two arenas and two indoor fields that are packed with fans and families throughout the week and on weekends. We also host a number of large-scale events including tradeshow, tournaments and community events that contribute to our approximately two million visits per year.

By promoting your business on one of our boards, you are reaching an impressive audience from across the Tri-Municipal Region.

### Are there any discounts?

Each board ad is \$879.65 per year including GST and we have a multiple board ad discount – the more you buy, the more you save! 2nd ad is 10% off, 3rd is 15%, 4th is 20%!

#### Ad Sizes:

Arena | 33" high x 96" long

Field | 40" high x 96" long

# Any questions?

## Contact

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