



Sponsorship Opportunities



Become a partner and help to improve our community's quality of life!



Active Living Centre Sponsorship Opportunities

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The Active Living Centre is a tremendous new recreational asset being built for our community and region that has literally been shaped by residents through extensive public engagement. Once complete, it will provide a fully accessible and welcoming space to be active, learn, connect and have fun! With an extremely versatile design, the Active Living Centre will celebrate the community-building potential of recreation to meet the everyday needs of the community and be able to host events of varying sizes.

The multi-purpose facility will include: an aquatic centre featuring an eight lane 50-meter pool with a moveable bulkhead, two diving boards and a NINJACROSS course; leisure pool with zero depth beach entry; tot slide; interactive spray features; a rapids channel, a WOW WaveBall; a WhiteWater waterslide; and a family hot tub. It will also have a warm water 25-meter x 3 lane teaching pool: sauna, steam room, cold plunge pool and adults only hot tub. Additionally, it will have a double gymnasium with multiple sport courts; a fitness centre with a four-lane 189m synthetic walking/running track; and eight dedicated multipurpose activity and program rooms.

Now that construction is well underway, the City of Vernon's project team is seeking sponsors – like you – to help bring the facility to life!

Donations & Gifting

Businesses, organizations or individuals can become a sponsor of the Active Living Centre project by providing a *one-time* donation or gift of an amenity. This would involve the funding of the cost to purchase, and in some cases the installation, of an amenity within the facility. Contributions from donations or gifting can be directed to benefit the project in several ways:

-  Help enhance the quality of facility features
-  Help purchase additional amenities that are on our project wish list
-  Help reduce the overall cost of the project; or
-  A combination of all three

Donations

A *donor* can be recognized for the lifespan of the amenity and/or a specified period of years, through signage or the placement of logos, as well as recognition in print materials, on the Vernon Recreation website and in the Active Living Guide. As a donor is receiving a benefit through recognition, no tax receipt can be issued.

Gifts

A *gift* is similar to a donation, however in the case of a gift, the contributor receives a simple acknowledgment, along with other contributors, on a gifting plaque. Because the contributor does not receive the same benefit of recognition as a donor, they *may* be eligible to receive a tax receipt.

[Canada Revenue Agency - Sponsorships](#)

Become a partner and help support active living and healthy lifestyles!



Naming Rights

Businesses, organizations, or individuals can also provide *annual* sponsorship for the Active Living Centre through naming rights. We're pursuing naming rights for various spaces within the facility rather than the rights to the overall facility name. We believe that having naming rights for various spaces will allow more sponsors within the community, at varying levels of financial commitment, to get involved with the Active Living Centre. Proceeds from naming rights sponsorships will assist Recreation Services in offering a wide range of great programs and services to the community throughout the year. In addition to the naming right, sponsors will be acknowledged through signage or the placement of logos in print materials, on the Vernon Recreation website, and in the Active Living Guide. The length and value of each naming rights sponsorship will be negotiated. As a naming rights sponsor is receiving a benefit through recognition, no tax receipt can be issued.






Donor and Naming Rights Recognition

- Recognition signage
- Recognition on digital display(s)
- Directional signage
- Exposure in Active Living Centre literature
- Exposure on Vernon Recreation website
- Recognition in the Active Living Guide

Note: Donors and Naming Rights Sponsors receive recognition commensurate with sponsorship level and therefore are not eligible to receive a tax receipt.

Why Be a Sponsor?

The benefits for sponsors are numerous:

-  Promotes a positive and healthy image of you, your business, or your organization
-  Increases your visibility and awareness, keeping you top of mind
-  Helps to build your brand
-  Allows you to support active living and healthy lifestyles
-  Allows you to give back to your community

Recreation Services' mission statement is "through recreation, we improve quality of life!" Your sponsorship will help us build and maintain a facility that will be a place to gather, relax, exercise and play. **By becoming a sponsor, you become a partner in helping to improve the quality of life for our community!**

Interested businesses, organizations and individuals are invited to contact **Doug Ross**, Manager, Project Program at doug@vernonalc.ca or call **250-550-5577** to inquire about sponsorship opportunities.

To learn more about the Active Living Centre project visit www.vernonalc.ca. Note the facility as shown in the virtual tour is a work in progress, as the detailed design has not been completed yet.

To learn more about Recreation Services visit www.gvrec.ca.

Become a partner and give back to your community!



Donations & Gifts

The following donation and gifting opportunities have been identified:

NINJACROSS™

NINJACROSS™ presents a new and exciting way to move, under, on & above the water! From beginners to athletes, young to young at heart, NINJACROSS™ is designed to engage participants with fun and challenging activity. The system is an on-demand aquatic obstacle course that delivers a wide variety of experiences from just-for-fun to event-worthy competition all at the push of a button. NINJACROSS™ deploys in just 60 seconds and includes a timing/entertainment system, complete with music and sound effects, turning the shallow end of the Active Living Centre's 50m pool into an aquatic playground where participants can have fun, work out or compete!

WHITEWATER WATERSLIDE

Towering over the Active Living Centre's Leisure Pool, the WhiteWater AquaTube Waterslide with AquaLucent fiberglass is the main attraction. Standing close to 7m high and accessed by a spiral stair, the AquaTube waterslide provides participants with an adrenaline filled ride as they slip and slide down and around the curves of the enclosed tube before ending their ride with a splash in the open runout! AquaLucent stripes add to the riders experience as surprise bursts of light inside the tube increase the feeling of speed!

WOW WaveBALL™

With the WOW WaveBALL™ participants can feel the ocean right in the pool! With programmable settings the WOW WaveBALL™ can create a variety of experiences from small ripples to BIG waves! The 12m WaveBALL™ area, surrounded by a rapids channel, is the central feature in the Active Living Centre's Leisure Pool and is just 1.5m deep allowing participants big and small to enjoy the waves!

viviLED Video Scoreboard

A 5.76m x 2.88m hi-tech HD full colour LED matrix display scoreboard. Located above the Active Living Centre's 50m pool, this multi-functional screen is more than just a scoreboard. The viviLED Video Scoreboard has picture, video and data capabilities and will interface with the Swiss Timing system for competitions, and display program information, advertising and show movies in the pool! In addition to digital display, static aluminum signage will be placed below the scoreboard.

Aqua-Climb Climbing Wall

Fun, challenging, rewarding, and engaging, the Aqua-Climb Climbing Wall gives participants a highly enjoyable, yet totally safe way to climb over the water! No ropes, no harnesses, just splash-down excitement when participants fall into the pool! Located in the deep end of the Active Living Centre's 50m pool this innovative and fun feature is a great alternative to diving boards and will attract more families, children and teens to the Active Living Centre.



Wibit Inflatables

Although not currently part of the scope of the Active Living Centre project, adding Wibit Inflatables is on our project wish list! Wibits are modular inflatable features that can be placed into the 50m pool on long weekends or for special events. Safe, challenging and fun for all ages, Wibits would be a great addition to the Aquatic Centre and would help to transform the 50m pool into a water playground!



Nevco Scoreboards

proudly sponsored by the Funtastic Sports Society

Whether it's a recreational pick-up game, a league game or hosting a major competition, keeping track of the score is a focal point for participants and spectators. Located in the Active Living Centre's double gymnasium, two Nevco Scoreboards will make sure everyone knows the score!

"The Funtastic Sports Society is honoured to partner with the City of Vernon by donating new score clocks to the Active Living Centre gymnasiums. It is our mission to give back to our community through sport. With the Active Living Centre being a facility for all sports, we are thrilled to be involved." Jamie Austin Funtastic Sports Society President



Naming Rights

The following spaces have been identified for naming rights opportunities:

Aquatic Centre

The Active Living Centre's aquatic centre will feature an eight lane 50-meter pool with a moveable bulkhead, two diving boards, a climbing wall and a NINJACROSS™ course; leisure pool with zero depth beach entry; tot slide; interactive spray features; a rapids channel, a WOW WaveBall™, a 7-meter-high major waterslide, and a family hot tub. Also featured will be a warm water 25-meter x 3 lane teaching pool; sauna; steam room, cold plunge pool and adult's only hot tub. Designed to be fully accessible, the Active Living Centre's Aquatic Centre will have something for everyone. In addition to being fun and family friendly, it will be the home of the Kokanee Swim Club and be able to host major competitive aquatic events!



Double Gymnasium

The Active Living Centre's full size double gymnasiums will feature two regulation basketball courts, four half-court basketball courts, two exhibition volleyball courts, four regulation volleyball courts, eight regulation badminton courts and eight regulation pickleball courts. The 1,547m² double gymnasiums will be the location for a variety of activities including drop-in sports programs, leagues, camps and tournaments as well as a dry side staging area for major swim meets. Accessed from the main lobby and universal change rooms, with flexible spectator seating and in the full view of the fitness area and walking/running track the double gymnasiums will be a hub of sport activity.



Public Street Lobby & Community Living Room

Accessed from two entrances, the Active Living Centre's Public Street Lobby & Community Living Room will provide significant open and accessible spaces for the public to gather and enjoy. Connecting four of the multipurpose rooms, the tenant space(s), the double gymnasiums, the pool viewing area and the administration, registration and change room access, the Public Street & Community Living Room will be the main artery for the public in the Active Living Centre.



Fitness Centre & Walking/Running Track

Encompassing most of level two, the Fitness Centre will include upwards of 75 fitness stations, many of which will be fully accessible, with a mix of cardio and strength training equipment, free weights and a functional fitness room. In addition to the Fitness Centre, level two features the 189m – 4 lane synthetic Walking/Running Track that loops around the double gymnasiums. The inner fourth lane improves safety and functionality as it helps accommodate users of varying speeds and those with mobility challenges.



Multipurpose Rooms

Spread throughout the Active Living Centre, there are eight multipurpose rooms, five on level one and three on level two: each available for naming rights sponsorship. Ranging in size from 48m² to 145m², the fully accessible multipurpose rooms will each host a variety of programs and activities, from child minding to yoga, as well as being available to rent to the public.

- Multipurpose Room 1 – Birthday Party Room(s) Lobby Level 1
- Multipurpose Room 2 – 50m Pool Deck Level 1
- Multipurpose Room 3 – Fitness/Dance Studio Level 2
- Multipurpose Room 4 – Fitness/Dance Studio Level 2
- Multipurpose Room 5 – Public Street Lobby Level 1
- Multipurpose Room 6 – Craft Room Level 2
- Multipurpose Room 7 – Child Minding Lobby Level 1
- Multipurpose Room 8 – Gymnasium Level 1



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