



THE POINTE

AGRICULTURAL EVENT CENTRE

Sponsorship and Advertising

Pre-opening opportunities





The Facility

The Pointe Agricultural Event Centre at Pointe-aux-Pins Acres represents a vital link to the importance of agriculture in our community. The vision for The Pointe represents a deeply rooted sense of community and will be a place to connect our future with our past. The new centre will be a community gathering space where agriculture heritage and rural roots are preserved and continue to grow.



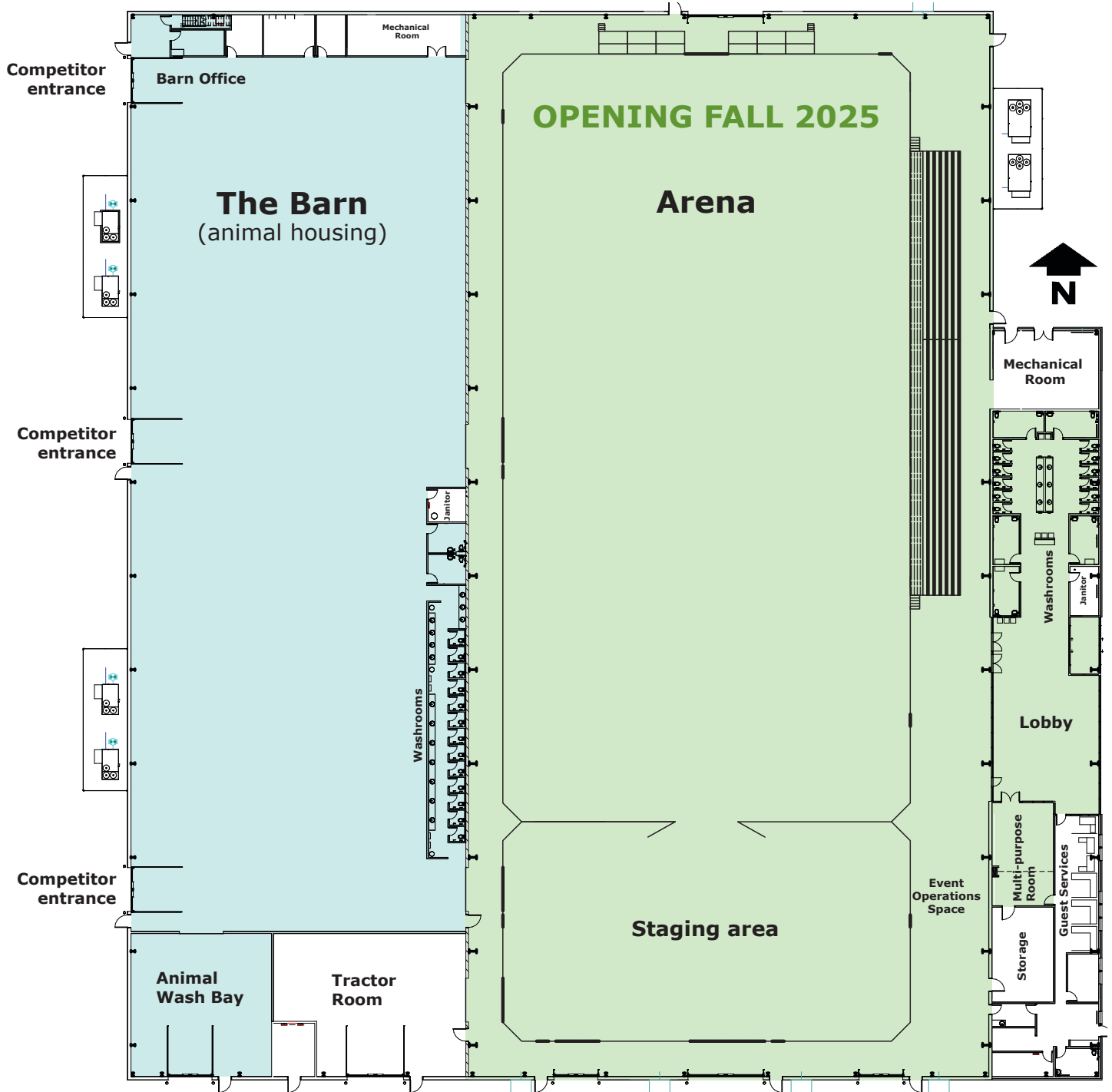
Amenities

The Pointe's accessible design meets a wide-variety of facility uses and features a main arena with concrete floor, temperature-controlled animal housing in the barn and animal wash bays for showing and cool down. The design also includes considerations for bio-security measures for animal and human health. There will be functional support for events, with separate entrances for exhibitors and attendees. A multi-purpose room will also be available for meetings, educational opportunities or to act as a support space during events.

The main building will be approximately 100,000 square feet, including the Barn (animal housing) component.



The Pointe Agricultural Event Centre
Sponsorship and Advertising Opportunities





Construction

Shovels hit the ground in summer of 2023 following Council's approval on the facility design and scope. The facility is planned to open in fall 2025.



Sponsorship and Advertising Opportunity Concepts (as of Fall 2024)

How it works



Brand Objectives

You're not just investing in your brand, you're investing in your community.



Our Process

Sponsorship and advertising supports our 5 focus areas of the Recreation and Culture Strategy.



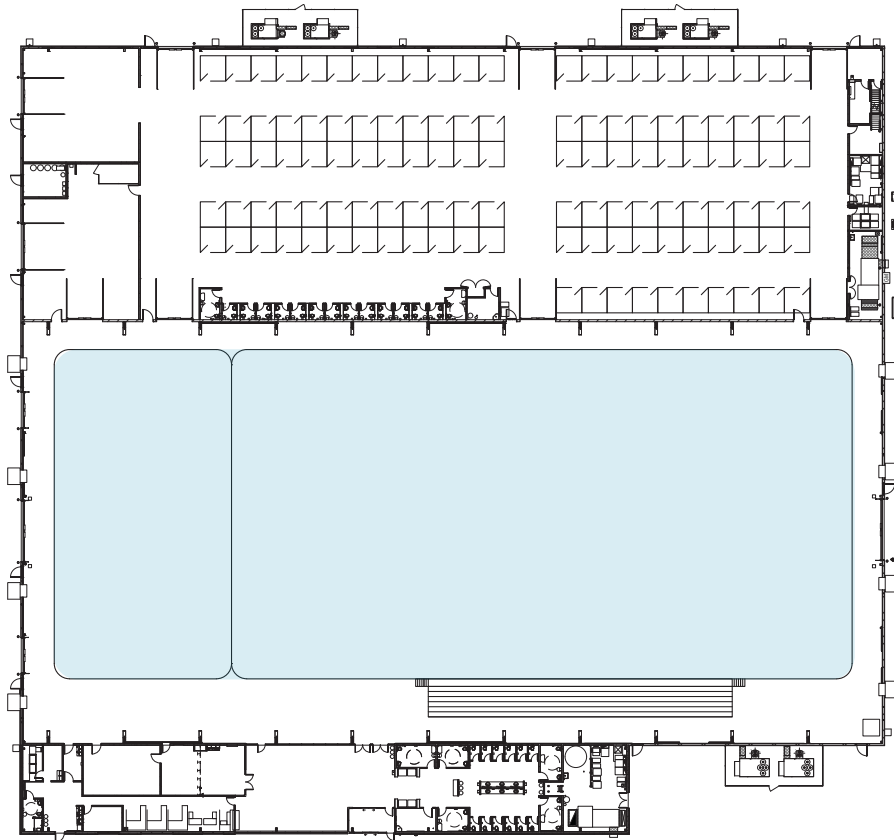
As the facility is still under construction, aspects of sponsorships have some potential to change including signage locations.



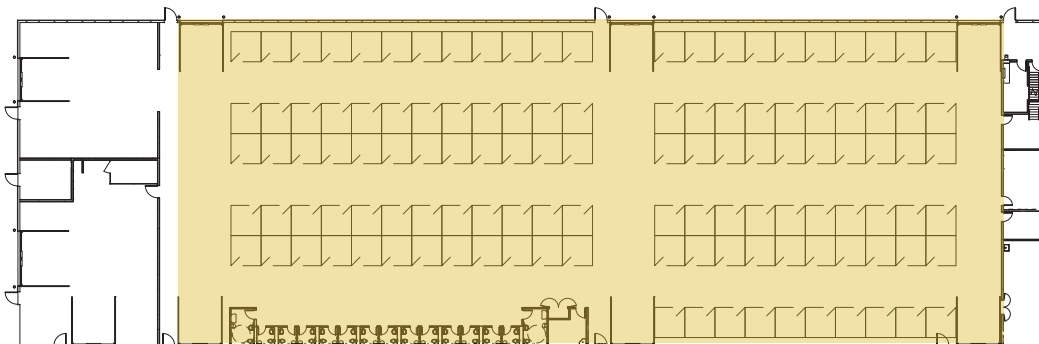
Interior Facility Naming Rights

Naming rights agreements are typically on 5–10-year terms and add-ons can be negotiated through the discovery and agreement development process (e.g., activations that connect your business with your audience at community events). Industry exclusivity may apply in some instances specific to Strathcona County sponsorships and advertising.

Main Arena and Staging Ring (Annual value of \$20,000+)

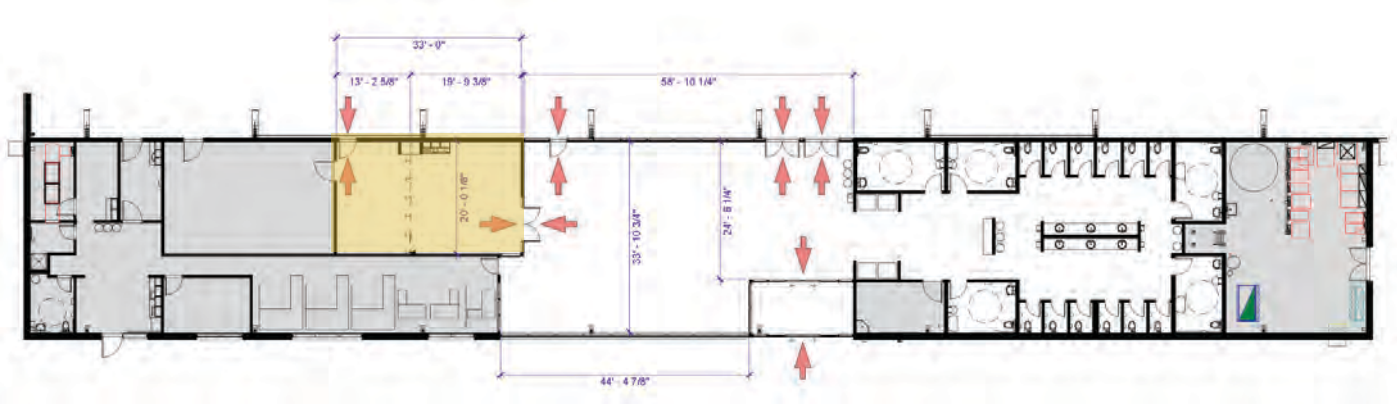


Animal Housing (Annual value of \$12,500+)



Interior Facility Naming Rights

Show Office and Multi-purpose Room (Annual value of \$7,500+)



*Show Office and multi-purpose room highlighted in yellow

Tractor Room (Annual value of \$7,500+)



*Tractor room highlighted in yellow adjacent to the Barn and animal housing and viewable from main Arena





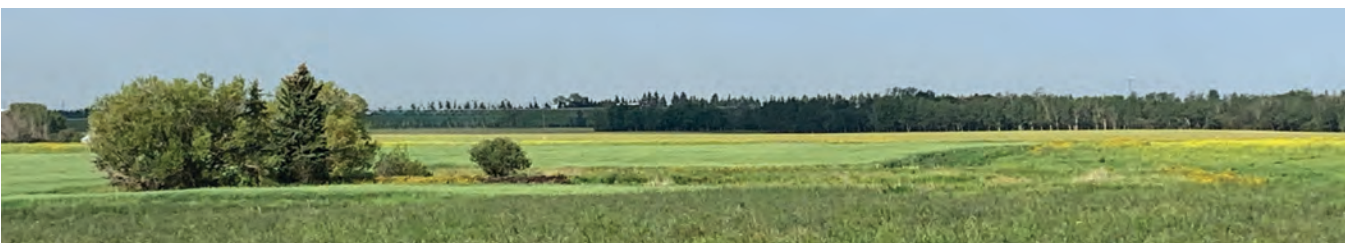
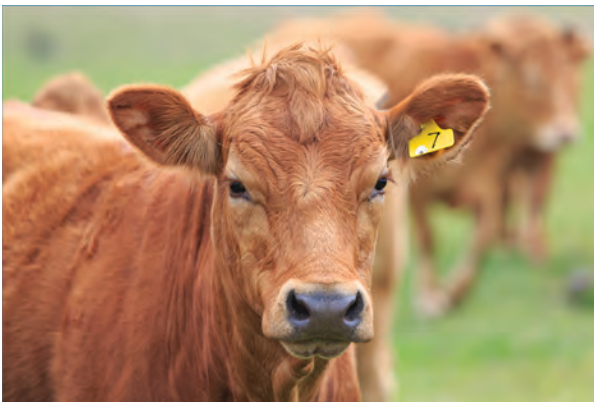
Interior Facility Naming Rights

Animal Wash Bay (Annual value of \$5,000+)



*Animal Wash Bay highlighted in yellow adjacent to the Barn.

Outdoor Warm-up Area (Annual value of \$7,500+)

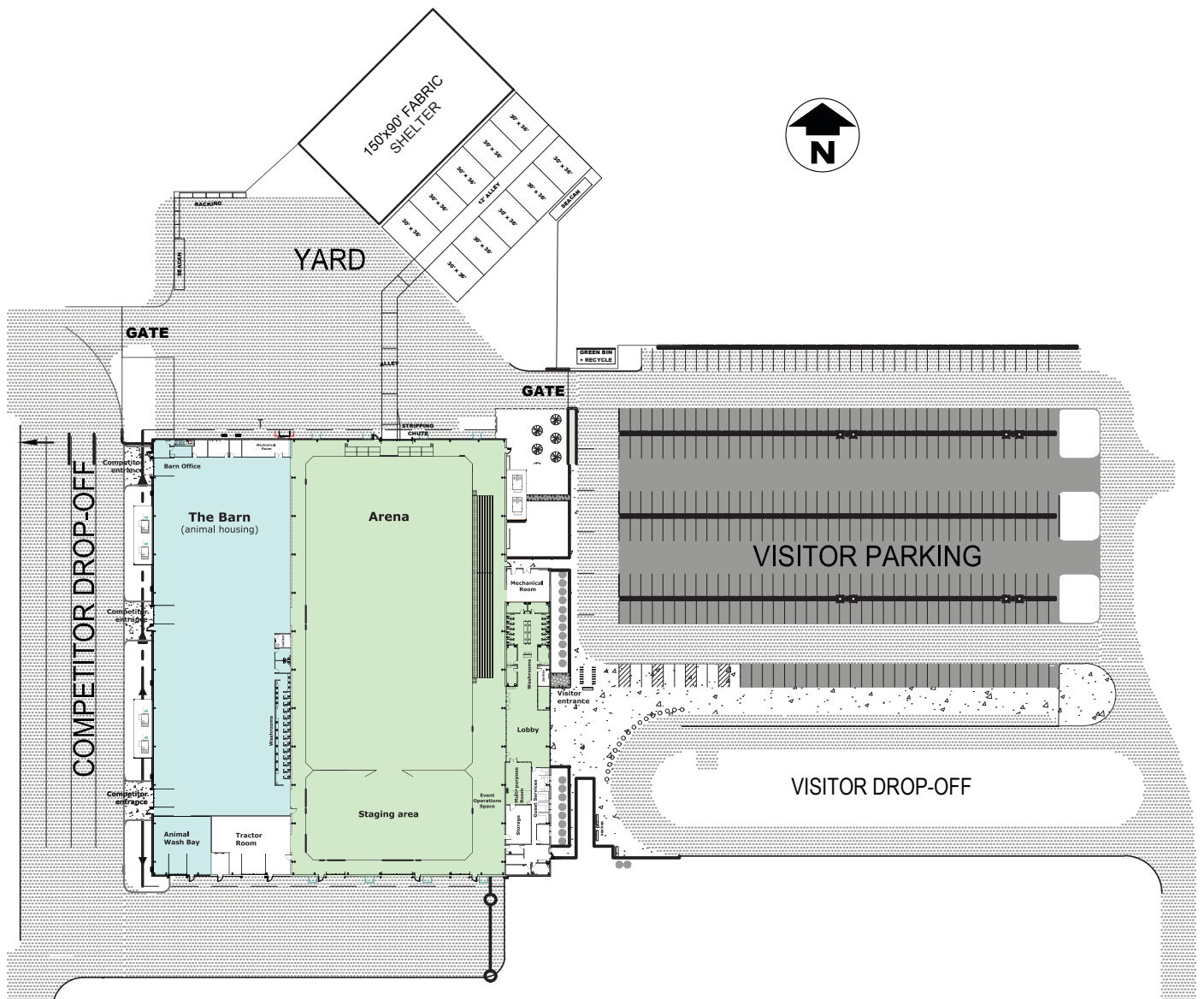


The Pointe Agricultural Event Centre
Sponsorship and Advertising Opportunities

Advertising

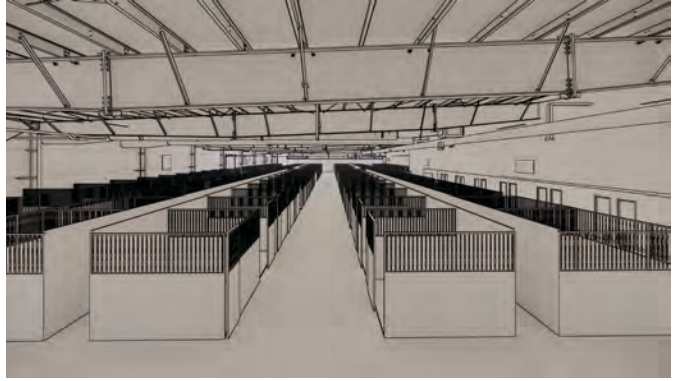
Advertising will be pursued further into spring and summer of 2025. Initial plans for advertising are specific to having interior opportunities including:

- Elevated arena wall boards (ribbon style look across from arena entrance and spectator seating)



The Pointe Agricultural Event Centre

Sponsorship and Advertising Opportunities





Sponsorship inquiries:

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ThePointeAg.ca