



# Naming Rights Opportunities



City of Belleville  
Recreation, Culture & Community Services  
2016

# General Facility Information

The Quinte Sports & Wellness Centre is located in Belleville, Ontario and is owned by the City of Belleville. With a population of 49,000 the Quinte Sports & Wellness Centre is well positioned to help meet the diverse health, wellness and sports needs of the community and Quinte region.

The Quinte Sports & Wellness Centre expanded the facility and opened to the public on August 20, 2012 with the support of significant infrastructure investment by the Federal, Provincial and local Governments. The newly expanded Centre is now more than 330,000 square feet and features:

## FEATURES

- 3 NHL sized ice pads (Family Dental Centre Arena, Rink B, Wally Dever)
- 3200 large seating Olympic sized arena (Yardmen Arena)
- Templeman Menninga Aquatic Centre with an 8 lane, 25 metre competition pool, preschool pool and therapy pool
- 50+ Centre for Older Adults Senior's Centre
- Multi-use Gymnasium that can transform into an event venue for up to 400 people
- Fitness Studios (workout, aerobics, yoga)
- Family Dental Centre Indoor Track - 3 lane rubberized walking/running track
- Youth Drop in Centre
- Public Lounge
- Preschool Room
- Community group rental space
- Meeting rooms, including Fireplace and Multipurpose Room
- Retail space, including a Café style food provider, physiotherapy and massage services and a pro-shop



Photo Taken by:  
Ted Marecak

# What are Naming Rights?

The City of Belleville is a progressive municipal organization. The City has a strong commitment to exploring public/private partnerships that provide additional and/or enhanced services to its citizens and customers. The City of Belleville's objective is to provide corporations, businesses, groups, organizations and individuals with an opportunity to own the naming rights to a specific asset/facility within the Centre for a defined period of time. This arrangement will provide an abundance of exposure opportunities to any successful naming rights holder, increase the City's partnerships and provide much needed revenues to help keep costs down for programs and services within the Quinte Sports & Wellness Centre, ultimately benefitting the entire community.

We are pleased to have support and community investment from our current naming sponsors:

Templeman Menninga LLP – naming sponsor of the Templeman Menninga Aquatic Centre and,

Family Dental Centre - naming sponsor of the Family Dental Centre Arena and Family Dental Centre Indoor Track

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*"I am really impressed with this facility. It's really great that Belleville finally has a place that promotes the concept of being active for life and provides the opportunity for people of all ages to stay active, healthy and involved in a variety of activities." ~ Erin*

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## Facilities/Assets Available

The following facilities/assets are available for naming rights. The naming rights for the overall Centre and the Yardmen and Wally Dever Arenas are not available for naming rights.

- Arena B
- Gymnasium
- Multipurpose Room
- Fireplace Room
- Meeting Rooms (various)
- Public Lounge
- Outdoor Courtyard
- Senior's Centre
- Youth Room
- Workout Studio
- Yoga Studio
- Aerobics Studio
- Preschool Room

# Benefits Included

Our Naming Rights Partner will realize significant exposure opportunities and increased profile within the Quinte Sports & Wellness Centre, the City of Belleville and the Quinte region as a whole. In addition to year round exposure in the facility, brand recognition as a community supporter and brand association as a company/organization/individual enriching the quality of life in Belleville is certain. The list below outlines the benefits that will be made available to our Naming Rights Sponsor. A more comprehensive and detailed listing of benefits are available and will be developed in conjunction with the Naming Rights Sponsor as part of negotiations.

- Facility signage erected in a prominent location in the named facility/asset (costs associated with signage are covered by the Naming Rights Sponsor)
- Name identification attached to the naming asset in all facility contracts, internal way finding and in all official City of Belleville references/publications: including the Quinte Sports & Wellness Centre website, event advertising, media/press releases, community culture & recreation playbook, flyers and promotional materials. For Arena B and the Gymnasium there is an added opportunity to be profiled on the outdoor marquee tri-board vision sign – subject to additional naming fees (average daily traffic count is 22,000 conducted in November 2014)
- The City of Belleville will make every effort to ensure that outside groups and organizations using the facility/asset use the agreed upon Name in external promotions



# Naming Rights Fees (Minimum \$ Values)

Generally speaking naming rights agreements are entered into for a five or ten year term (subject to negotiations). The minimum values outlined below can be used as a guideline for interested parties and include the standard benefits outlined in this handout. Opportunities such as the tri-vision sign, advertising on rink boards or other value added items are considered above and beyond the minimum values identified below and are subject to negotiation and additional naming rights fees.

<b>Opportunity</b>	<b>Minimum \$ Value (per year) +HST</b>
Arena B	7,500
Gymnasium	5,000
Multipurpose Room	4,000
Fireplace Room	3,000
Meeting Rooms (each)	2,000
Public Lounge	2,500
Outdoor Courtyard	2,500
Senior's Centre – 50+ Centre	4,000
Youth Room	3,000
Workout Studio	3,000
Yoga Studio	2,500
Aerobics Studio	2,500
Preschool Room	2,000

# Activities and Events Hosted at the Centre

It is estimated that more than 30,000 people visits per week are made to the Centre during the peak season (September to April) with well over 1 million people visits made to the Centre each year (Includes multiple visits made by the same person). These numbers continue to grow.



## Home to Regular User

**Groups:** The Quinte Sports & Wellness Centre is home to a number of regular user groups including: Belleville Minor Hockey Association, Belleville Girls Minor Hockey Association, Belleville Youth Swim Team, Quinte Blades Speed Skating Club, Belleville Minor Ball Hockey, Quinte Figure Skating, Quinte Regional Minor Hockey, Adult Hockey Leagues and private rentals.

## City Recreation Programs and Services:

The City of Belleville's Recreation, Culture & Community Services Department provides regular recreational programming throughout the year. Pre-paid programs or pay as you go and multi-passes are available. The following is an overview from 2015:

- There were 4,985 new Wellness Passports, 1,674 renewals processed and 3,987 visitor passes given out. At the end of 2015, there are now more than 20,000 active passports
- There were 10,947 registered participants for programs (includes 3,696 registered in aquatic programs)
- 2,383 swimmers took swimming lessons, 1,950 swimmers attended swim meets and pool was open 97 hours per week
- 60 hours each week of sports/active programming in the gymnasium for all ages toddlers to seniors (1/2 in summer months)
- 70 weekly health and wellness classes (1/2 in summer months). 12,000 drop-in visitors in the workout studio
- 1,629 spaces were filled in the summer with children and youth ages 3 to 16 participating in summer camp programs
- 11,337 bookings with more than 100 special events
- 117,527 visits were made to the website





## Special Events:

The Quinte Sports & Wellness Centre regularly plays host to a number of special events each year. In 2015, more than 100 special events were hosted by the Recreation, Culture & Community Services Department through special event rentals. Some of the highlights include:

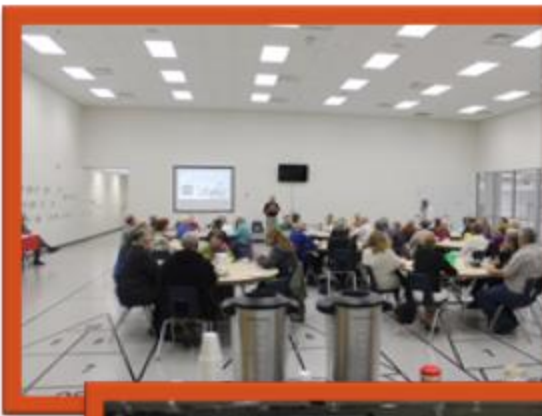
- Hockey Tournaments
- Belleville Bulls games
- Championships
- Alumni Games
- Hospice Gala
- Holiday Parties
- Job Fairs
- RV Show
- New Year's Levee
- Swim Meets
- Professional meetings

- Dog Shows
- Woodcarver's Show
- Health & Fitness Expo
- Home & Renovation Show
- Youth Conventions
- Dancing with the Stars
- Senior's Fair
- OSUM Conference
- Watch Tower Convention
- OMHA Tournament hosted by Quinte Regional Minor Hockey





# Facility Snapshots



# Contact Information

To learn more about naming rights and how you can become involved, contact:

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Marketing & Customer Relations Coordinator

Recreation, Culture & Community Services

City of Belleville

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<http://qswc.ca>