

CORPORATE SPONSORS

PACKAGE



BUILDING A HOME FOR THE ARTS

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“THERE ARE NO LIMITS TO THE MAJESTIC FUTURE WHICH LIES BEFORE THE MIGHTY EXPANSE OF CANADA WITH ITS VIRILE, ASPIRING, CULTURED, AND GENEROUS-HEARTED PEOPLE.”

- SIR WINSTON CHURCHILL

91% OF ALBERTANS FEEL ARTS ACTIVITIES ARE IMPORTANT IN CONTRIBUTING TO THE OVERALL QUALITY OF LIFE IN THEIR COMMUNITY.

94% OF ALBERTANS BELIEVE THAT HAVING A WIDE VARIETY OF CULTURAL ACTIVITIES AND EVENTS MAKES ALBERTA A BETTER PLACE TO LIVE.

97% OF ALBERTANS BELIEVE IT IS IMPORTANT FOR EVERY CHILD IN ALBERTA TO LEARN ABOUT THE CULTURE OF THE PROVINCE.

SPONSORSHIP

What we are looking for is your financial support to make this worthwhile facility a reality.

ACES firmly believes the construction of a new cultural facility in Edson is a need; it will undoubtedly help to make our community **exceptional**.

The current proposal has the dedicated support of the Edson and District Recreation Society and was agreed to in principle by the Town of Edson Council on June 21, 2011. This proposal is a way to take one of our community buildings and revitalize it to increase its usage and create a structure to showcase the fine arts skills of our local artists - to provide a home the arts and culture community.

It is a way for our generation to build on the legacy that has been left to us.

Arts Centre for Edson Society

Board of Directors

The Arts Centre for Edson Society is a dedicated group of volunteers working to develop a new cultural multi-use facility in the Edson and Yellowhead County region. Arts and culture is a major staple in the Edson area, and many user groups see a new facility as a definite need in our community.

The plan is to attach a new performing arts centre to the Edson and District Recreation Complex. This centre would house a 500 seat theatre and a visual arts gallery. The existing building would see a newly renovated curling rink, enhanced viewing for spectators, improved accessibility and the modernization of the electrical, heating and air systems.

To make this dream a reality, we need your help. The proposed addition and modernization of the Recreation Complex would be financed mostly by the local, provincial and federal government, but there will be a large space for corporate sponsorship.

We would like the opportunity to sit down and discuss this opportunity with you. We have enclosed some important information regarding the facility and proposed sponsorship. We have also developed a detailed business plan for this concept.

If you have any questions regarding this process, or to see a copy of the business plan, please contact one of the people below.

Peter Taylor
President, ACES
780-712-4069
peter.taylor@livingwaters.ab.ca

Doug Woodhouse
Director, ACES
780-725-3684
douge@telusplanet.net

Someone Special
Fundraising Chair
Special #
email address

Monthly Meetings: second Wednesday of the month, 7 pm at Holy Redeemer Catholic High School
Website: www.artscentreforedson.com
Facebook Page: 'Arts Centre for Edson Society'

We look forward to hearing from you, and we also look forward to your support on developing a new cultural multiuse facility in Edson!

Sincerely,
Arts Centre of Edson Society
ACES

WHY?

Edson needs a cultural & performing arts centre.

Local residents and stopping tourists will be pleased with the architecturally-attractive Centre for the Arts location and the events that will be held within it. This building will be a great addition to the greater community: a solid testament of who we are, what we value, and show we define ourselves as proud members of an arts community.

Three major benefits of the new facility are:

- Give a home to local artists and performers to showcase their talents
- Attract large events and concerts
- Make Edson a cultural centre for fine arts in the Yellowhead region



THE CONCEPT

ACES has completed a vast amount of research to determine what the perfect cultural performing arts facility will look like in Edson. After consulting different organizations around Edson and Yellowhead County, and examining a variety of theatres and theatre concepts from across Alberta, ACES believes it has created the perfect facility that will meet the needs of the entire community.

Based on the consultation and research, the Phase I of the proposed facility will house the following:

- 500 seat performing arts theatre
- Lobby area
- Visual arts gallery
- Green room
- Fly tower
- Dressing rooms
- Large washroom facilities
- Lighting and sound booth
- Lighting grid
- Elevator to lighting and sound booth
- Administrative offices and box office

In addition to the added components listed above, the Edson and District Recreation Complex would be modernized.

The major renovations include:

- Re-configuration of the curling rink to six sheets of ice
- Insulated curling rink
- Removal of structural posts inside the curling rink
- Improved viewing area of the curling rink from the lounge
- Improved acoustics inside the curling rink for concerts and large events
- Bleachers for general seating above the curling rink ice
- Expanded balcony in the lounge area
- Upgraded electric, heating and fire safety standards
- Additional parking stalls located behind the facility

These additions and renovations will assist in making the facility more multiuse for both recreation and fine-arts users.

Detailed floor plans are enclosed.

WHO BENEFITS?



The **entire** community.

This initiative is greatly needed in our community.

As a multiuse facility, it will not only meet the needs of the arts and culture community, but all aspects of our community including:

- Aboriginals
- Local businesses
- Persons with disabilities
- Seniors
- Youth
- Town of Edson residents
- Yellowhead County residents

“Many people are good at talking about what they are doing, but in fact do little. Others do a lot but don’t talk about it; they are the ones who make a community live.”

JEAN VANIER

Many local groups and organizations have already voiced their support of a new facility and are committed to using it when it is ready. There are still many other groups that would greatly benefit to use the facility to host their many events throughout the year.

Committed User Groups

- A.H. Dakin School
- Chautauqua Edson Arts Council
- Choral Chaos
- Community Arts Network of Edson
- Creative Campus
- Double Feature Theatre
- Edson & District Curling Club
- Ecole Pine Grove Middle School
- Ecole Westhaven School
- Edson Craft Centre
- Edson Creative Arts Society
- Edson & District Curling Club
- Edson & District Golf Club
- Edson & District Recreation Society
- Edson Recreational Dance Society
- Edson Ukrainian Cultural Society
- Grande Yellowhead Public School Division #35
- Kinette Club of Edson
- Holy Redeemer Catholic Jr/Sr High School
- Living Waters Regional Catholic School Division #42
- Pandora Players
- Parkland Composite High School
- Vanier Community Catholic School
- Yellowhead Rotary Arts Festival

Potential User Groups

- Community Futures, West Yellowhead
- Edson & District Chamber of Commerce
- Edson Kinsmen Club
- Edson Minor Hockey
- Edson Royal Canadian Mounted Police
- Edson Velselka Dancers
- Essence Dance
- Evergreen School
- Federation of North American Wild Sheep
- Grande Alberta Economic Region
- Heatherwood Fall Festival
- International Women’s Day Edson
- Local Choirs
- McMann Youth, Family and Community Services Association
- Reflections Speaker Series
- Rotary Club
- Supporting Choices for People, Edson
- Town of Edson
- Vocal Variations
- West Yellowhead Music Society
- Write Nite



WHAT IS THE COST?

The capital construction cost of the facility is approximately \$10 million that includes all the renovations and upgrades to the current building, the addition of the theatre and other cultural components, and all furniture and fixtures found within the new facility.

All corporate sponsorship within this fundraising campaign will assist in covering the capital cost.

“A broad education in the arts helps give children a better understanding of their world...”

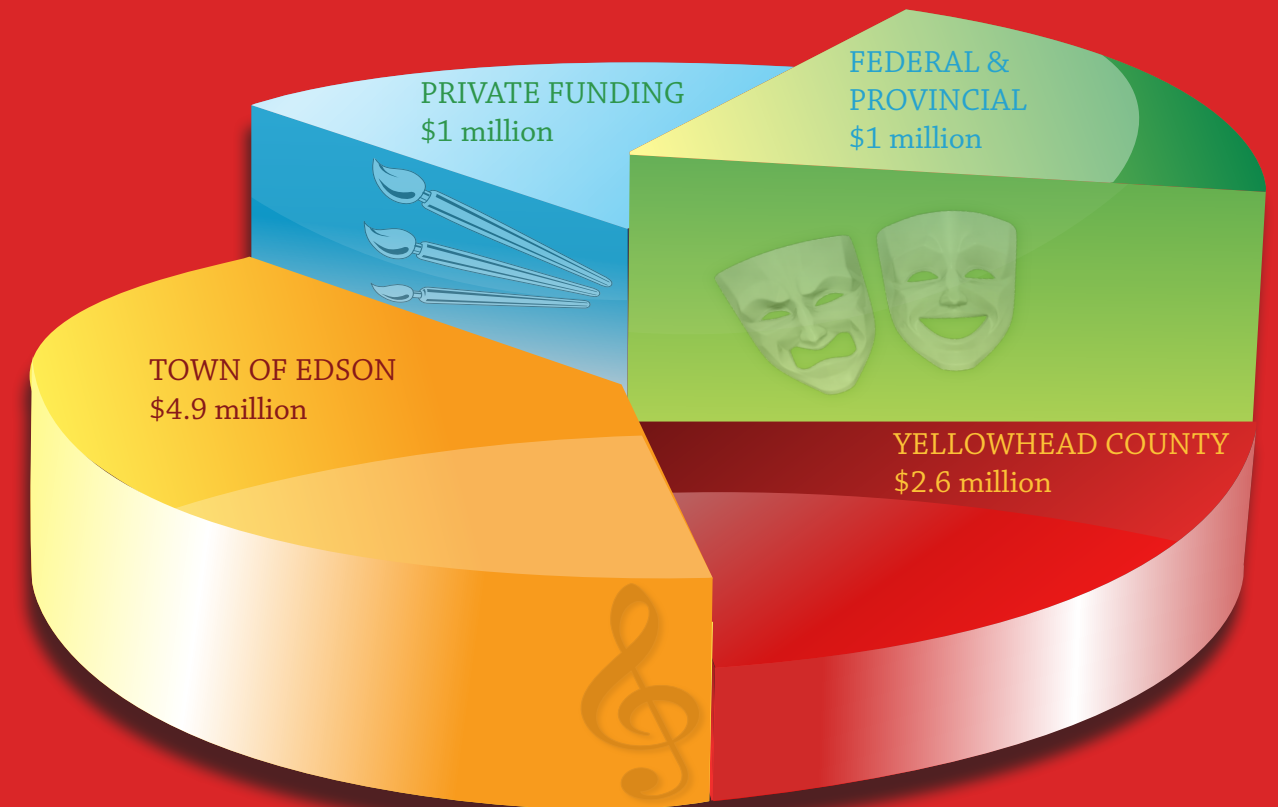
We need students who are culturally literate as well as math and science literate.”

—PAUL OSTERGARD

The goal of the fundraising and sponsorship campaign is to network with corporations and businesses willing to assist with the capital costs of the construction and renovations to the Edson and District Recreation Complex.

During the fundraising and sponsorship campaign, ACES will meet with potential businesses, groups and individuals, willing to provide support for the proposed project.

FUNDING BREAKDOWN





How YOUR COMPANY CAN MAKE A DIFFERENCE

“Logic will get you from A to B. Imagination will take you everywhere.”

– ALBERT EINSTEIN

Corporations and businesses will have the opportunity to sponsor each space within the new facility. These funds would go toward the capital costs of the project. The spaces include:

- Entire Facility
- Theatre
- Curling Rink
- Visual Arts Gallery & Lobby
- Two Conference Rooms
- Meeting Room
- Golf Pro Shop
- Bar & Lounge
- Theatre Green Room
- Theatre Dressing Room (Two)
- Box Office
- Curling Rink Bleachers
- Theatre & Lobby Elevator

Entire Facility

For almost thirty years, the Edson and District Recreation Complex has served the needs of the Edson and Yellowhead County with regards to curling, golf and banquet facilities. With the addition of a cultural centre, the facility will become a more multiuse facility that will see its usage increase as both recreation and arts users will attend events there.

As the facility naming sponsor you will be given exclusive naming rights on the entire building. You will receive recognition in the following ways:

- Name on the building
- Recognition in all advertising and promotional materials
- Signage on all billboards at entrance to Town
- Name atop the Donor Wall
- Name atop the webpage
- Name on all media promotional materials
- Any cross promotional materials

In addition to having your name on the facility, your name will become synonymous with the long-standing facility seen by Town of Edson and Yellowhead County residents, as well as visitors to the community.

Essentially, your name is ‘branded’ as the new Recreation Complex in Edson.

The Theatre

Over the last decade, residents in Edson and Yellowhead County have seen the need for a new performing arts theatre. This theatre would contain 500 seats (379 on the main floor and 119 in the balcony). Its uses include:

- Performance events for adult and youth audiences (including theatre, music, spoken word, dance, school Christmas concerts, etc.)
- Fairs and festivals
- Community / public meetings
- Community exhibitions
- Weddings and other celebrations
- Funerals and memorial services
- Guest speakers
- Election & public forums
- Conference centre
- Cinematic events

The theatre will see usage from not only Edson and Yellowhead County residents, but from travelling groups outside the region as well.

As the naming sponsor you will be given exclusive naming rights on the theatre.

To discuss these or the many other branding opportunities available please contact our fundraising chair directly at ...

The Curling Rink

For almost thirty years, the Edson and District Recreation Complex has been home to curling for residents in Edson and the surrounding Yellowhead County. It is the largest curling rink facility in the region and is home to large bonspiels such as the Oilman’s Curling Bonspiel. During the summer months, the curling rink can be transformed in a giant banquet facility to house special events such as graduations, major concerts and banquets.

As the naming sponsor you will be given exclusive naming rights on the curling rink.

Naming rights for this facility are permanent. Picture your name here forever!

The Visual Arts Gallery & Lobby

Outside of the theatre, the main gathering area will be the lobby that will include a visual arts gallery and gift shop. Here local and touring artists will display their work for the various users to see. Whether the users are visiting the gallery to see the artwork or seeing a performance at the theatre, they will be in the lobby to see your company’s sponsorship of the area.

As the naming sponsor you will be given exclusive naming rights on the lobby, visual arts gallery and gift shop.

The Conference Rooms

The Edson & District Recreation Complex has two major conference rooms that are used year-round for many events including:

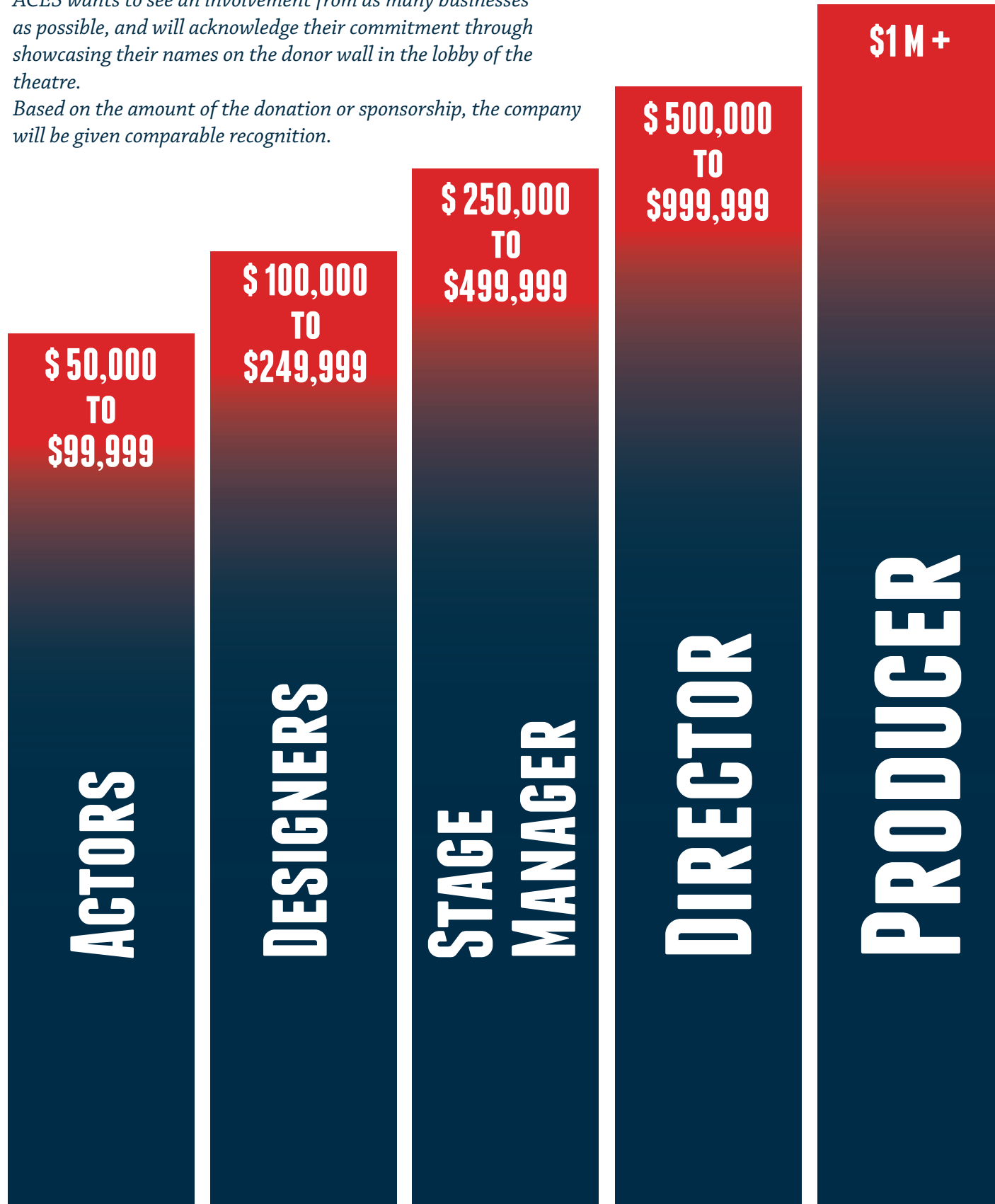
- Banquets
- Community exhibitions
- Weddings and other celebrations
- Guest speakers

As the naming sponsor you will be given exclusive naming rights on the conference rooms.

LEVELS OF SPONSORSHIP

ACES wants to see an involvement from as many businesses as possible, and will acknowledge their commitment through showcasing their names on the donor wall in the lobby of the theatre.

Based on the amount of the donation or sponsorship, the company will be given comparable recognition.



IN CLOSING

ACES firmly believes the construction of a new cultural facility in Edson is a need; it will undoubtedly help to make our community exceptional.

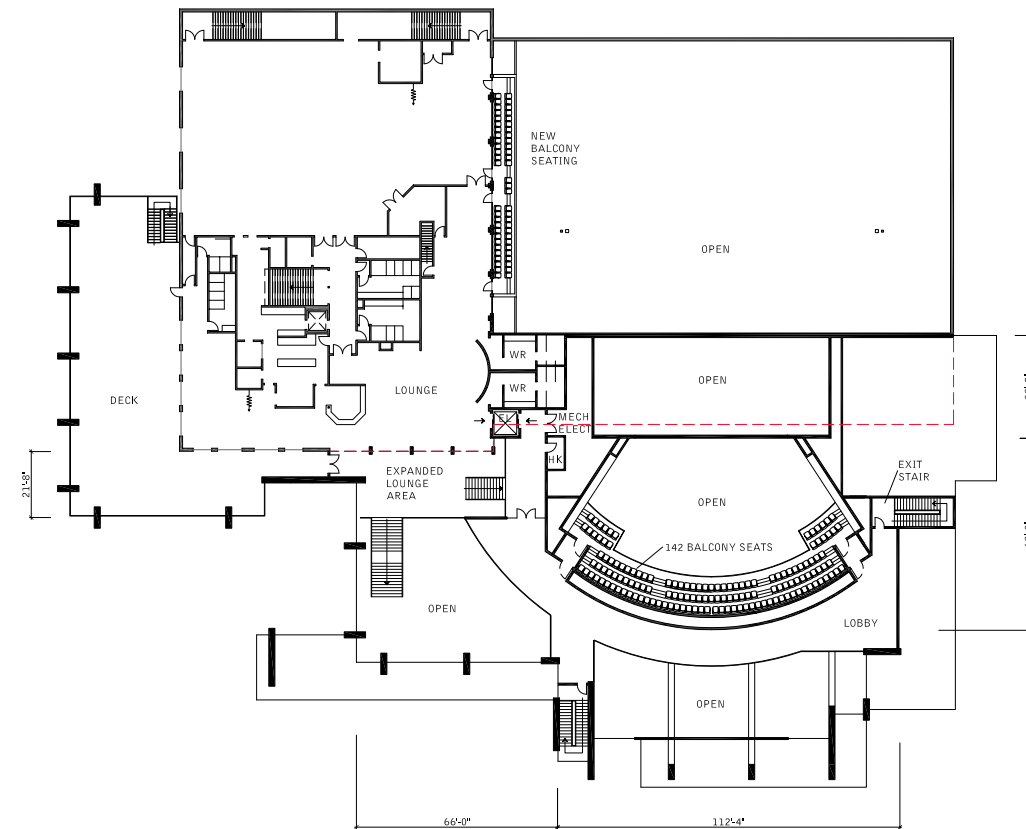
The current proposal has the dedicated support of the Edson and District Recreation Society and was agreed to in principle by the Town of Edson Council on June 21, 2011. This proposal is a way to take one of our community buildings, revitalize it and increase its usage. This new facility will also become home to the arts and culture community giving them a state-of-the-art facility to showcase their fine arts skills. It is a way for our generation to build on the legacy that has been left to us.

There are a number of large capital projects underway or planned for the near future. ACES also sees the number of private buildings that are changing hands and the new owners making significant upgrades that contribute to the beautification of our community. Such things impact how our community is perceived by others; also these changes affect how we see ourselves.

ACES believes this project is a significant asset that will make the Edson and Yellowhead County area exceptional. Apart from providing high calibre entertainment opportunities for everyone, it will impact employee recruitment, employee retention and opportunities for our young people. Furthermore, this new cultural facility will result in an overall increase in the quality of life for our community.

This project will motivate people to move here, stay here, work here, raise their children here, retire and grow old here.

This project will make Edson and Yellowhead County home.



FUNDRAISING COMMITTEE

