



WinSport | Canada Olympic Park

Naming Rights Opportunity

Be part of the one of the fastest growing cities in Canada and year-round community of sports, recreation, events!



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Who We Are

Calgary's Playground



Winsport Canada, also known as Canada Olympic Park is a one-of-kind venue with outdoor and indoor activities year-round. It never had a name sponsor and is a turnkey platform for a Naming Rights Sponsor

NEED A DIFFERENT IMAGE



Why does this matter to you?



Faster and smoother conversion



No legacy brand association



Blank slate for creativity

Calgary



Entry to Rockies



Heart of Alberta

**One of the fastest growing
cities in Canada**



**Strong diverse corporate presence across
natural resources, fintech and software**

Calgary - stats & key facts



- Historically always ranked high in global rankings for most livable cities in the world
- Calgary is home to 1.7M people (18% growth over the last 5 years), expected to reach 2.0M by 2030.
- Record interprovincial immigration illustrating the attractive cost of living & quality of life
- Robust and more diverse economy
- The fastest growing city in Canada

Winsport

the epicentre of West Calgary expansion



- The Calgary ring road was finalized in December 2023 and provides greater access for all Calgarians, but also increased traffic and exposure for Winsport (2023 data: 65,000 cars per day, and expected to continue to increase)
- Commercial real-estate development: Calgary Farmers' Market West, Trinity Hills
- Residential real-estate development: by 2030 more than 5,000 homes will have been added within a 3km radius OR more approximately 10,000 people will move in and around Winsport.



We are **CALGARY'S PLAYGROUND** –igniting connection and camaraderie through play in the local community.





**Everyone deserves the opportunity
to experience sport and we are here
to break down barriers.**



Providing legendary facilities – creating space to ignite the love of sport and to celebrate as a community.

We aim for the Calgary Community to find joy, confidence, and connection for the young and the young at heart.



**We honour our past, transcending
the Olympic legacy into pathway
programs building future Canadian
and world champions.**

All while **inspiring newcomers**
and newbies to take the first
step, turn, or glide.





Empowering individuals to
reach their full potential.



Because you don't have
to be good to start –
**BUT YOU HAVE TO
START TO BE GOOD.**





Here at WinSport, **we unlock the magic of sport at every level.**

Where the magic of sport knows no bounds, and there is connection at every turn.



Unlock the Magic of Sport, at Every Level



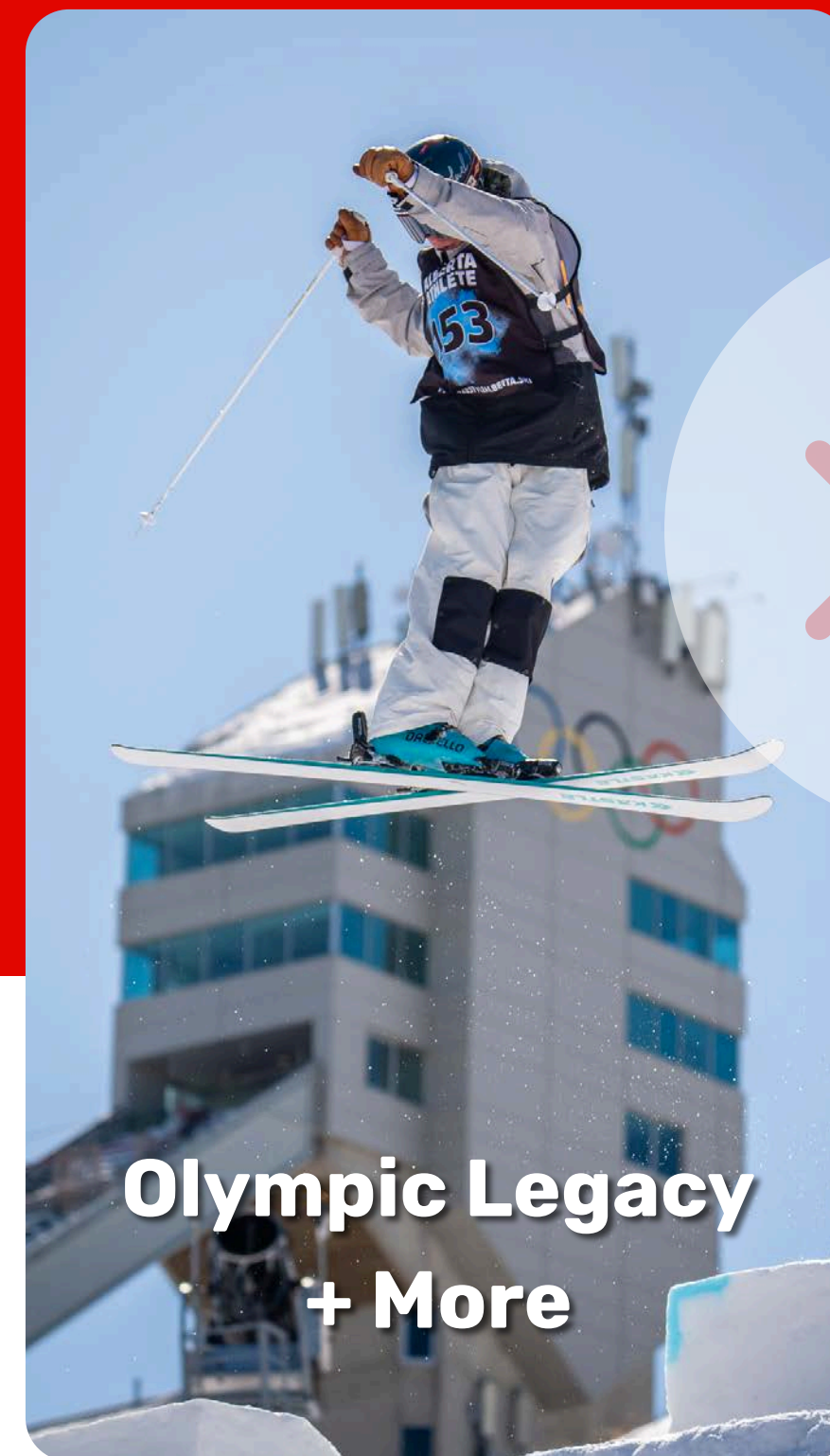
**Intro to the
Outdoors**



**Elevate
Potential**



**In the
Community**



**Olympic Legacy
+ More**

Our Community is Your Community



63M

Total impressions per year
for WinSport Brand



2.9M

Western Canadians
engaged with the property



1.26M

Visitors per year to
Canada Olympic Park

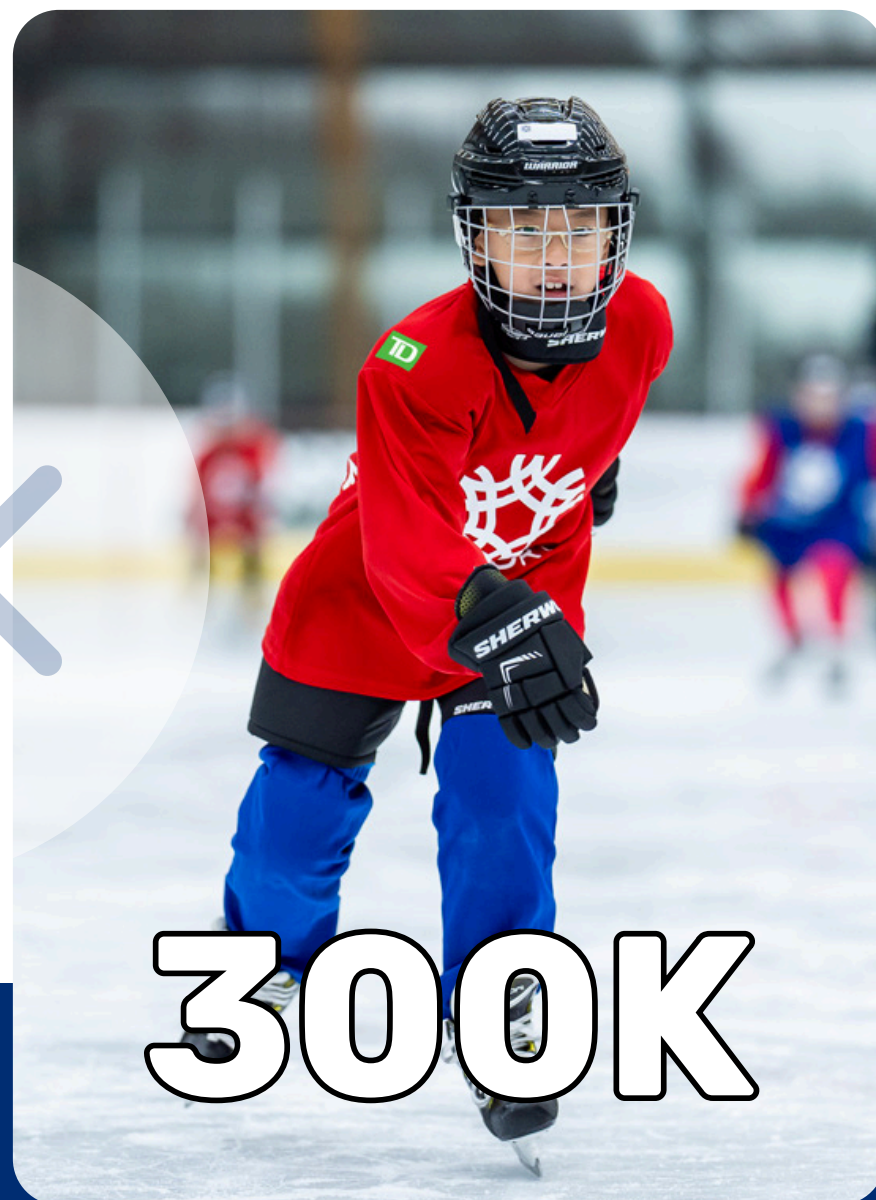


765K

Recreational users
of WinSport activities



Our Community is Your Community



Total people using
WinSport ice time



People attending
events at WinSport



Children participate at
camps annually



High-Performance Athletes
train annually at the venue

Our Impact



Employees staffed annually



Measured Economic Impact
for the City of Calgary



Winter Olympic Medals won, trained
through WinSport (Since 1992)



Our Events



Canadian National
Skating Championships

Calgary 2024





The Playground



Markin MacPhail Centre &
WinSport Event Centre



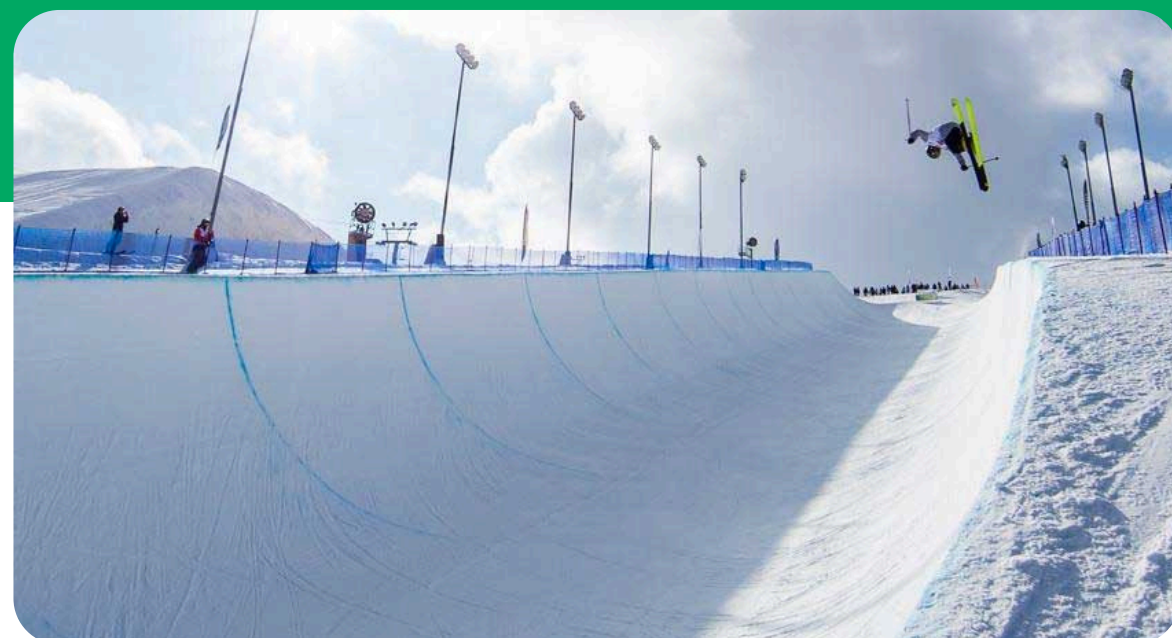
Day Lodge



Servus Tube Park



Ski & Snowboard Slopes



World Cup Halfpipe + Slopestyle Terrain



Mountain Bike Park



The Playground

3 Servus Tube Park

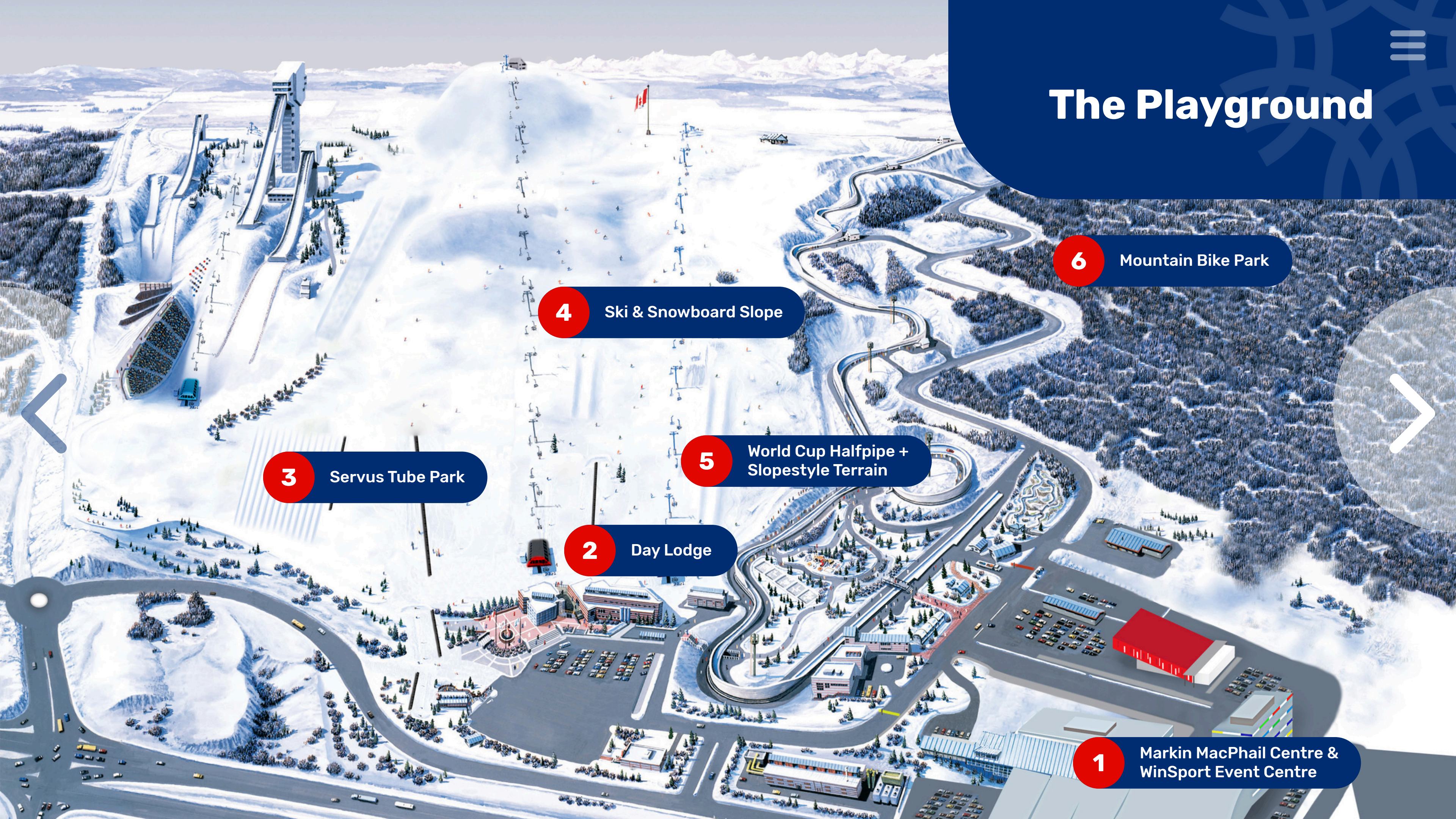
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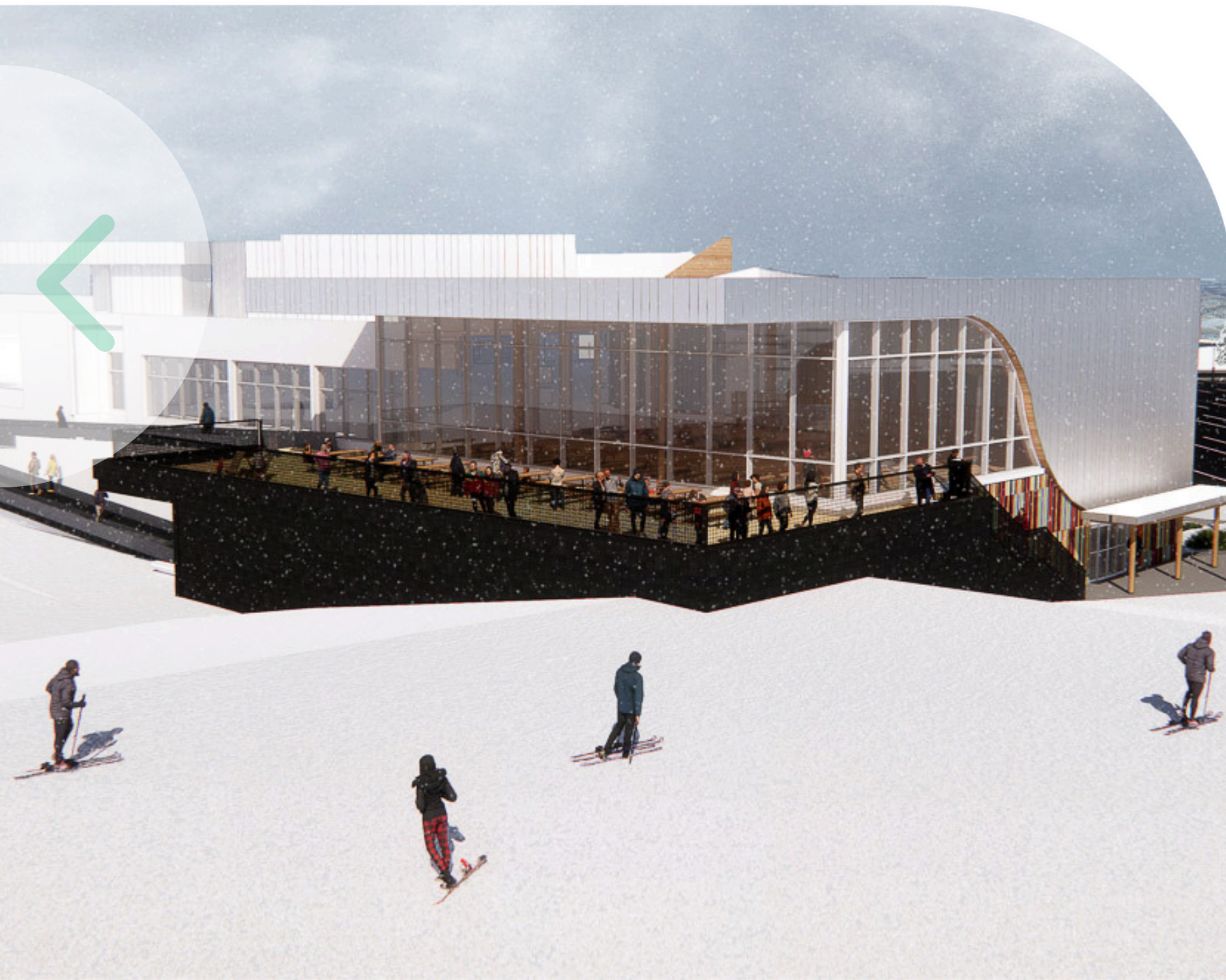
The Opportunity



WinSportDay Lodge

A Beacon for the Future of Sport and Community

Day Lodge at a Glance



The Day Lodge welcomes each visitor as they access the hill for snow and summer sports and adventures, along with a variety of community programming.

Key Facts:

- Undergoing a massive renovation and expansion.
- A **prominent** sport, community, & tourism hub.
- Designed with **net-zero** carbon emissions and **barrier-free** accessibility.
- New highlights include: a roundabout, multifaith room, sensory rooms, improved access ramps, barrier-free parking, and ski hill access.
- Year-round activities such as **skiing, snowboarding, mountain biking, and programs** for all ages and abilities.

Day Lodge at a Glance



- Over **460,000** total visitors per year
- Over **250,000** unique recreational users per year
- Over **611,000** people from Alberta are engaged with the Day Lodge
- Year-round activities such as **skiing, snowboarding, mountain biking, and programs** for all ages and abilities



MMC & Event Centre

The Epicentre of Sport in Calgary



MMC at a Glance



Key Facts:

4 Ice Rinks

3 NHL-sized, and 1 international-sized (*within Event Centre) and 18 full-sized dressing rooms and 5 ancillary rooms

High Performance Training Centre

Sport psychology, nutrition, recovery, exercise physiology and research

Medical Centre of Excellence

(Benson Concussion Institute, Group23 Sports Medicine)

WinSport Event Centre

- 20,000 Square Feet
- Used for sporting events, concerts, trade shows, graduation ceremonies and more
- 3,000-4,000 seating capacity (without ice)

MMC at a Glance



The MMC is an expansive facility that caters to people of all ages, abilities, and interests. It is home to elite training facilities and can also transform into an entertainment space.

Key Facts:

- **500,000 square foot** athletic and ice complex.
- **High signage visibility** from Trans-Canada Hwy+ Calgary Ring Road - exempt from the regular bylaws prohibiting billboards.
- Student Athlete Hub - Home to Canada's National Sport School, grades 8-12.
- Home to some of Canada's most successful NSO's; **Hockey Canada, Canadian Sport Institute Alberta, Alpine Canada, Luge Canada**, along with the CEBL's **Calgary Surge**.



Brand Visibility for MMC & Event Centre



- Over **750,000** visitors year-round @ MMC.
- Over **650,000** people from Alberta are engaged with the MMC.
- Over **135,000** in paid attendance throughout the year in Event Centre.
- Event Centre hosted **79 unique events** from Nov '23 - March '24.
- Home to many great events including: **The Scotties, PointsBet Invitational, The Calgary Surge, and more.**

Partnership Pillars



Product Integration



Prominent Branding



Health & Wellness



Partnership Pillars

