

**2025**



# **ARENA REBUILD PROPOSAL**

After the devastating fire that destroyed the Doddsland Sports Center, our community has come together with determination and hope. We have a powerful opportunity to replace what was lost and build an improved facility — a modern arena designed for future generations.

**PRESENTED BY:**

Doddsland Arena Fundraising Committee



# OUR STORY

The fire that destroyed the original Dodsland Sports Center was a heartbreaking loss. The loss of a building, the loss of a place filled with memories, milestones, and community pride. Teams and young players from across the area consistently relied on our rink, making it a true regional hub for youth hockey. Being the home rink to West Central AA team in past years, as well as Western Prairie A and AA teams. In its absence, we've seen just how essential this facility was to our community and surrounding areas:

- Youth teams have lost their home base.
- Families no longer have a central gathering space.
- Community events have been displaced or canceled.
- Local businesses have felt the economic impact.

Yet in this loss, we found strength. Now we rebuild — together.

## OUR VISION: AN IMPROVED, EFFICIENT, MODERN ARENA

A chance to build a facility that meets today's needs while honoring yesterday's memories.

### FEATURES OF THE NEW ARENA

- Modern, 34,000 sqft structure compliant with today's fire safety and building standards
- Regulation-sized ice surface that can be multi use in the off season.
- Expanded spectator seating & family-friendly viewing areas
- Upgraded locker rooms, concession and washrooms
- Accessible design for all ages and abilities
- Energy-efficient & resilient systems
- Improved parking, lighting, and safety infrastructure
- Pre Engineered for a future Hall/Community Center

*This new arena will stand as a symbol of resilience and renewal.*



# COMMUNITY IMPACT

## FOR YOUTH

- Practice and competition space
- Safe recreational options
- A sense of belonging and stability

## FOR FAMILIES & COMMUNITY MEMBERS

- Community celebrations
- Tournaments and events
- Accessible recreation for all ages
- Opportunities to gather, connect, and rebuild traditions

## FOR THE LOCAL ECONOMY

- Tournament revenue
- Visitor traffic
- Business support opportunities
- Year-round community engagement

***For generations, the arena was the heart of local athletes and the stage for countless stories.***

***The fire didn't just remove a building — it took away economic life, community connection, and a shared space that brought us together.***

## THE PROJECT SUMMARY, COST & FUNDING PLAN

The arena fundraising initiative is beginning with significant secured funding. Along with the \$2,902,818.50 of insurance proceeds, the RM of Winslow has committed \$2,000,000 toward the project providing a strong financial foundation. Together, these contributions create a substantial starting point for rebuild efforts and position the project for future fundraising and planning stages. Alongside your generous contributions, the committee is also actively identifying and applying for grant opportunities to support this project.

## THE FUNDRAISING GOAL: \$12 MILLION

This campaign will fund:

- Complete arena reconstruction
- Fire safety and building code-required advancements
- New design, equipment, and technology
- Long-term sustainability features
- A resilient community gathering place





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# SPONSORSHIP PACKAGE

## **ARENA NAMING RIGHTS**

**\$2,500,000 +**

~ Exclusive naming of the full arena (1 available) 20 year term ~ Premier signage inside & outside ~ Recognition on all Village & Arena social media ~ Prominent placement on all campaign materials ~ Special recognition at grand opening events ~ Prominent placement on Donor wall ~ Tax Receipt

## **DIAMOND SPONSOR**

**\$1,000,000 ~ \$1,999,999**

~ Lobby/entrance naming (1 available) 15 year term ~ Concession naming (1 available) 15 year term ~ Signage & naming of the selected area ~ Recognition on all Village & Arena social media ~ Diamond tier on Donor wall ~ Tax Receipt

## **PLATINUM SPONSOR**

**\$750,000 ~ \$999,999**

~ Lounge/mezzanine naming (2 available) 15 year term ~ Signage & naming of the selected area ~ Recognition on all Village & Arena social media ~ Platinum tier on Donor wall ~ Tax Receipt

## **GOLD SPONSOR**

**\$500,000 ~ \$749,999**

~ Indoor Seating area naming rights (1 available) 15 year term ~ Signage & naming of the selected area ~ Recognition on all Village & Arena social media ~ Gold tier on Donor wall ~ Tax Receipt

Customized naming opportunities reflect donor legacy and generosity.



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# SPONSORSHIP PACKAGE

## **SILVER SPONSOR**

**\$250,000 ~ \$499,999**

~ Dressing Rooms naming rights (6 available) 10 year term ~ Signage & naming of the selected room ~ Recognition on all Village & Arena social media ~ Silver tier on Donor wall ~ Tax Receipt

## **BRONZE SPONSOR**

**\$100,000 ~ \$249,999**

~ Score Clock naming (1 avail) ~ Officials Room naming (1 avail) ~ Sound Booth naming (1 avail) ~ Home Bench naming (1 avail) ~ Away Bench naming (1 avail) ~ Signage & naming of the selected area ~ Recognition on all Village & Arena social media ~ Bronze tier on Donor wall ~ Tax Receipt ~ Year terms to be negotiated

## **COMMUNITY BUILDERS**

**\$50,000 ~ \$99,999**

~ Arena Boards Sponsorship (25 available) 3 year term ~ Signage & naming of the selected board ~ Recognition on all Village & Arena social media ~ Community Builder tier on Donor wall ~ Tax Receipt

## **ICE MAKERS**

**\$5,000 ~ \$49,999**

~ Ice Maker tier on main donor wall ~ Recognition on all Village & Arena social media ~ Tax Receipt

**\$4,999 and under**  
~ recognition on donor wall  
~ issued a tax receipt



# CONSTRUCTION & SUSTAINABILITY

## REBUILD TIMELINE

### **2026**

Design finalization • Fundraising • Community planning

### **FALL 2026**

Ground-breaking • Construction begins

### **2027/28**

Completion • Equipment & safety installation • Grand reopening

This structure will stand as a testament to resilience, unity, and hope.

## SUSTAINABILITY

This campaign focuses exclusively on funding to rebuild the arena, every donation directly fuels the construction. Meanwhile, our operating costs—including Ice Maintenance expenses, wages, utilities etc—are funded through grants, earned income, and ongoing contributions. This approach allows us to maximize the impact of your donation while maintaining a financially sustainable organization for years to come.

By investing in our programs today, you help us deliver lasting results, confident that our organization is built on a strong, transparent, and sustainable foundation.





## DODSLAND ARENA REBUILD PROPOSAL

# THANK YOU!

**FOR HELPING US REBUILD THE HEARTBEAT OF  
OUR COMMUNITY**

The loss of our arena brought immeasurable sadness — but now we have the chance to rebuild something extraordinary.

Something safer, stronger, and designed for generations to come.

“Alongside your generous contributions, the committee is also actively identifying and applying for grant opportunities to support this project.”

Your gift isn't rebuilding a structure.

**It's rebuilding community.**



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