



CITY OF  
FORT SASKATCHEWAN  
ALBERTA



2026

DOW CENTENNIAL CENTRE

# Media Kit

# Welcome



The Dow Centennial Centre (DCC) is a multi-purpose recreational facility. With over 170,000 square feet of leisure, fitness and cultural spaces, there is something for everyone at the DCC (8700 84 Street). We offer unique programming for all ages that enhances your quality of life.

Sports and fitness spaces in the DCC include the Sherritt -CEP Arena, Nutrien Indoor Soccer Field, Livun Ltd Fitness Centre, Umicore Indoor Track, Auggies Place Childminding, ATCO Gymnasium, the Aux Sable Flex Hall, and full-service banquet rooms for large parties and events. The facility is open year-round except New Year's Day, Canada Day, Truth and Reconciliation Day, Christmas Day, and Boxing Day.

The Shell Theatre is Fort Saskatchewan's home for live performance. Located in the Sherritt Cultural Pavilion at the Dow Centennial Centre, this 538-seat venue hosts concerts, productions, festivals, recitals, and community shows throughout the year.

## **Dow Centennial Centre**

8700 - 84 St,  
Fort Saskatchewan, AB T8L 4P5

780-992-6417 | 780-405-3057  
sclements@fortsask.ca

# Statistics

Fort Saskatchewan is a thriving city, located 25 kilometers north east of Edmonton, at the gateway to Canada's largest hydrocarbon processing region. As the **4th fastest growing municipality** in Alberta, Fort Saskatchewan is home to a young, emerging, affluent, family demographic.

**29,857**  
POPULATION (2024)

**38,742**  
PROJECTED POPULATION (2030)



THE POPULATION IS EQUALLY SPLIT BETWEEN MALES AND FEMALES WITH 24.6% BEING MILLENNIALS



**56%**

OF THE POPULATION HAVE POST-SECONDARY EDUCATION

AVERAGE AGE:  
**37**

**\$138,000**  
AVERAGE HOUSEHOLD INCOME

**\$211 MILLION**  
IN TOTAL TRADE AREA SPENDING

## LARGEST EMPLOYMENT CATEGORIES

**23%**

TRADES/  
TRANSPORT/  
OPERATORS

**20%**

SALES  
AND  
SERVICE

**15%**

BUSINESS/  
FINANCE/  
ADMIN

# Sherritt -CEP Arena

Located within the Dow Centennial Centre, this arena is one of three in the city and attracts players and sports enthusiasts from around the greater Fort Saskatchewan area.

## KEY FEATURES:

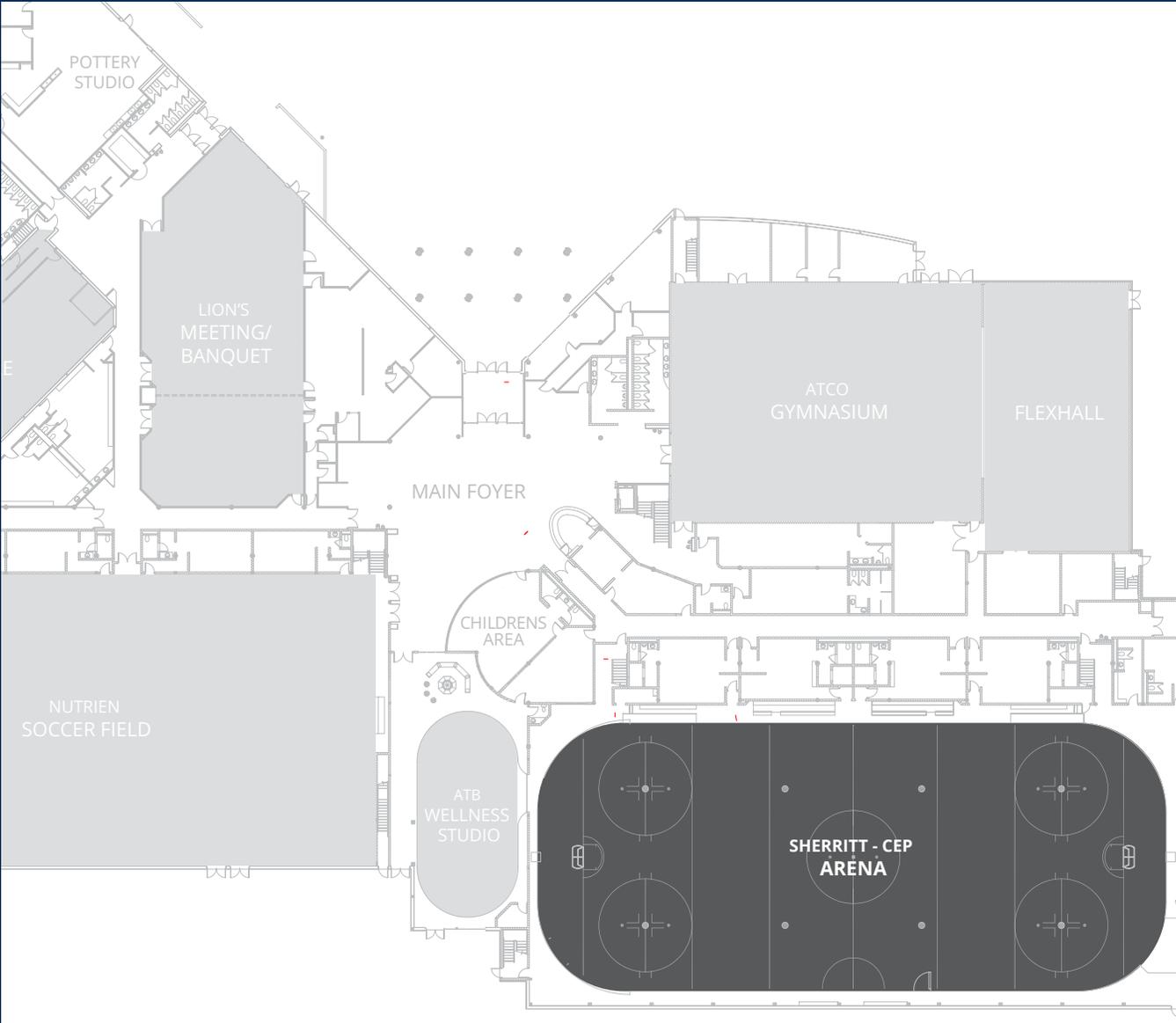
- **Size:** NHL-sized ice rink.
- **Seating Capacity:** 207 with four wheelchair-accessible areas and a dedicated ramp-equipped section for easy access.
- **Amenities:** Bleacher seating, fully equipped change rooms, and public WiFi.
- **Year-Round Versatility:** Ice for hockey, figure skating, and public skating during colder months; dry pads for lacrosse, baseball, softball, sledge hockey, and community events in spring and summer.

## PROFILE OF USERS:

- 1. Youth Sports:** Primary users include local youth participating in hockey, figure skating, sledge hockey, and ringette.
- 2. Adult Sports:** Secondary users include adults participating in evening leagues, practices, and public skating.
- 3. Dry Pad Events:** Local youth use the arena's dry pads for lacrosse, baseball, and softball practices. The arena is transformed into a venue for annual trade shows and other community events.

# SHERRITT-CEP ARENA

## Map it Out



## SHERRITT-CEP ARENA

# Advertising Opportunities

### SPONSOR VISIBILITY

Arena board advertising provides visibility to local and visiting teams, community members, and event attendees.

### AUDIENCE REACH

Engage with dedicated sports families, youth athletes, and local community members year-round.

### ARENA BOARDS AND INDOOR FIELD BOARDS

- All spaces are required to rent for a minimum of one year

|                      | QUANTITY 1     | QUANTITY 2       |
|----------------------|----------------|------------------|
| <b>Dimensions</b>    | 96" x 36"      | 96" x 36"        |
| <b>Cost per year</b> | \$812.23 + GST | \$1,421.40 + GST |

- Quantity of 2 can be split between the Arena and Soccer Field
- Production and design of each sign is the responsibility of the Advertiser
- Installation is included in price



**CUSTOM REQUESTS:** Additional locations can be used for advertising throughout Dow Centennial Centre.

Please contact us if you have any special requests. **780-992-6417 OR 780-405-3057 | SCLEMENTS@FORTSASK.CA**

# Nutrien Soccer Field

Located within the Dow Centennial Centre, this facility is the only indoor soccer turf in the city, attracting players and sports enthusiasts from around the greater Fort Saskatchewan area.

## KEY FEATURES:

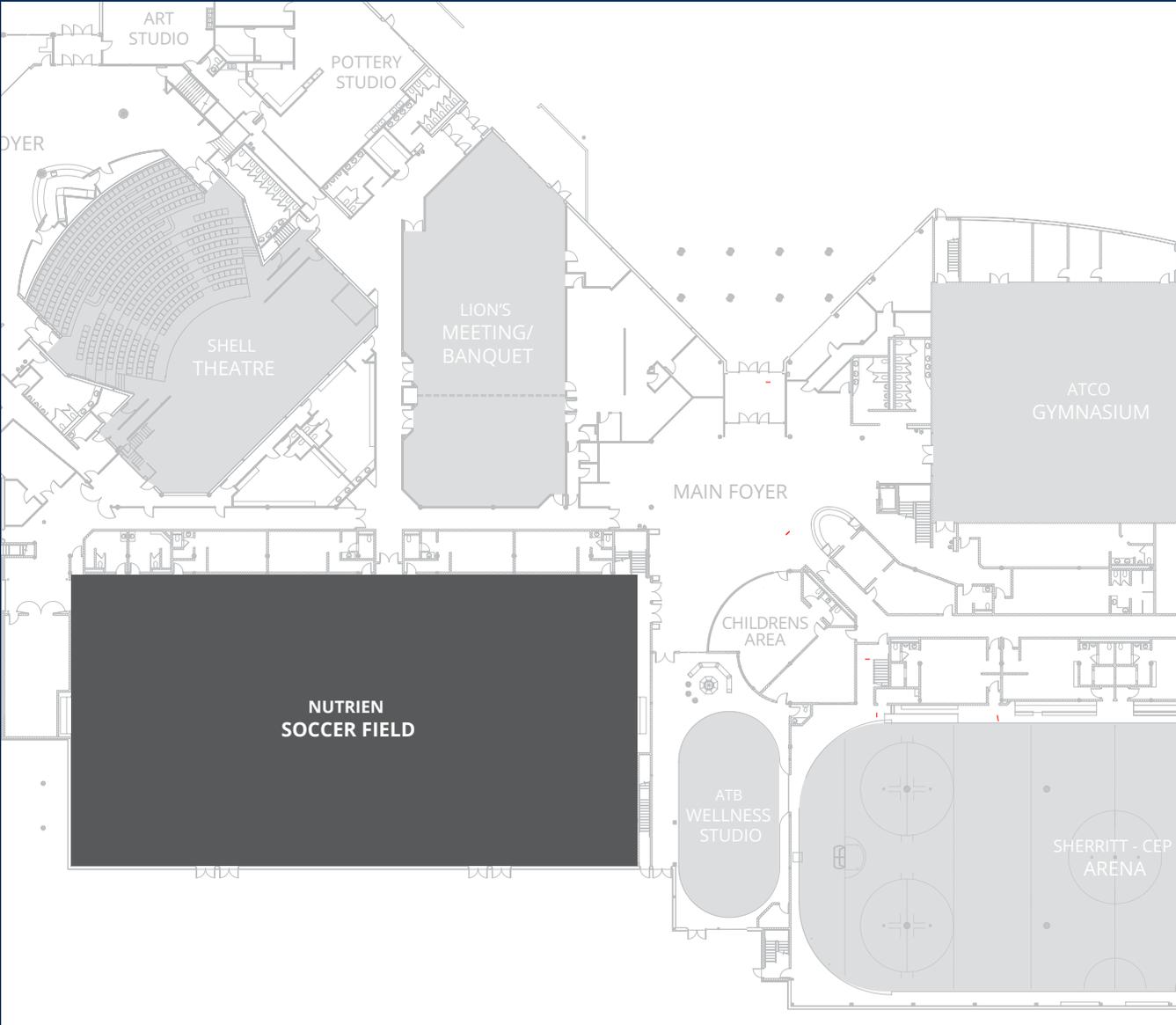
- **Size:** 200 feet long by 85 feet wide Indoor soccer turf facility.
- **Seating Capacity:** 175 seats with standing room for 70 and four wheelchair-accessible areas.
- **Multi-Purpose:** The field serves as a venue for sport practices and games, fitness classes, and is converted for trade shows and dance rehearsals.

## PROFILE OF USERS:

- 1. Youth Sports:** Primary users include local youth participating in soccer, lacrosse, baseball, and softball practices and games, especially during the fall and winter months.
- 2. Adult & Senior Programs:** Weekday users include adults and seniors participating in fitness and wellness programs.
- 3. Special Events:** During dance festival seasons in the spring, the indoor turf is used heavily for youth rehearsals and warm-ups. The field is transformed into an expo center for events such as the annual spring trade show and Alberta Showcase.

# NUTRIEN SOCCER FIELD

## Map it Out



## NUTRIEN SOCCER FIELD

# Advertising Opportunities

### PRIME EXPOSURE

Board advertising provides visibility to local and visiting teams, community members, and event attendees.

### DIVERSE AUDIENCE

Access a broad demographic of sports enthusiasts, families, and professionals attending events like trade shows and markets.

### ARENA BOARDS AND INDOOR FIELD BOARDS

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|                      | QUANTITY 1     | QUANTITY 2       |
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# Recommended Production Specs

- The Dow Centennial Centre must approve all ads
- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images and logos at 100%
- All files must contain bleeds or a border
- Live area should be 1" in from the trim size
- Use a "rich black" (except for text below 24 point), we suggest 20%c – 20%m – 20%y – 100%k





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# Dow Centennial Centre **Media Kit**

## **QUESTIONS?**

Please contact us if you have questions about design approval, vendor setup, or placement-specific details.

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