

BUILDING THE FUTURE OF SASKATOON TOGETHER

A naming partnership that is about building economy and community for this place that you call home

Centennial Auditorium – currently operating as TCU Place – is strategically looking ahead to the next phase of development, and the right naming partner.

Centennial Auditorium has been at the heart of the Saskatoon community for almost 60 years, and welcomes over 200,000 visitors per year. The hub of downtown, the place for celebrations, conferences, concerts, galas, and more. The place where innovation, business events, networking and business collaboration happens - naturally. The place that touches every demographic in our city.

THE IDEAL PARTNER

- » Cares deeply for our community and prioritizes community building
- » Strives for growth and strategic partnerships
- » Interested in innovation and leading edge initiatives
- » Interested in economic, cultural and social impact for Saskatoon.
- » We'd like to **co-design a high impact initiative** that you are proud to champion.
- » Your organization would **play a leading role** in supporting business and the tourism eco-system in a direct and trackable manner.
- » Be the brand behind cultural integration, community development and a vibrant economy - at the centre of it all.

THE OPPORTUNITY

- » A customizable opportunity to work with your objectives – including event collaboration, theatre VIP suite, on-site usage for your team, clients, or executive.
- » Create a high impact new signage / frontage for the current building that sees 200,000 visitors each year
- » **High visibility** – building signage, digital presence, every ticket, every concert, every uniform, every website search and visit, every event, every planning conversation and site visit, every visitor, every car that passes by our building (66,000 per day)
- » 10-year opportunity (flexible)
- » Starts January 2027
- » Valuation \$350,000 - \$400,000 per year
- » A front row seat to Saskatoon's new downtown development

FAST FACTS

-  58 years of community integration
-  400 Events per year
-  200,000 visitors annually
-  \$43 M Economic Impact annually
-  104,000 sq ft Gathering Space
-  2,074 seat Performing Arts Centre
-  A cultural safe space for every demographic in our city
-  27,000 engaged subscribers
-  Hundreds of jobs annually
-  1M + website views annually
-  Millions of memories for our community

CONTACT

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