



ADVERTISING GUIDE 2025/26

ABOUT OUR FACILITY

The **Dr. Carson & Marion Murray Community Centre** is a modern, multi-purpose facility built with inclusivity at the heart of our community identity.

Powered by innovation, the centre is uniquely heated and cooled using geothermal energy drawn from the former Springhill mines—making it the largest sporting facility in Atlantic Canada to operate on this environmentally friendly system. Our commitment to sustainability goes even further with a 75 kW solar panel roof installation, which generates renewable electricity for sale back to the utility, helping offset the facility's energy consumption while creating additional revenue.

We take pride in offering public spaces that are welcoming, accessible, and designed to deliver exceptional recreational and leisure experiences for guests of all ages.

Every dollar earned through sponsorship and advertising is reinvested directly into the community, helping to enhance municipal services and expand recreation opportunities for current and future generations.



DR. CARSON & MARION MURRAY COMMUNITY CENTRE

6 MAIN ST., SPRINGHILL, N.S. B0M 1X0

As one of Cumberland County's largest multiplex and event-hosting facilities, the **Dr. Carson & Marion Murray Community Centre** provides opportunities for guests of all ages and skill levels to stay active, engaged, and connected. Each year, the centre hosts a wide variety of programs, rentals, and community events.

The **Richard Calder Arena** operates year-round, offering over thirty hours per week of minor hockey rentals, as well as annual Bluenose, Friendship, and house league tournaments. During the winter season, the arena also welcomes the community for free public skating, pickup hockey, birthday parties, and private rentals.

In the off-season, the arena's dry pad transforms into a versatile venue for conferences, trade shows, workshops, festivals, reunions, concerts, beer gardens, OpenPlay community sessions, bicycle rodeos, fun fairs, and summer recreational programming.

In a typical year, the **Community Centre** hosts:

- 1,200 hours of ice rentals
- 300 hours of outdoor field bookings
- 936 hours of **Teen Centre** participation
- A full schedule of special events, including dinner theatres, weddings, trade shows, workshops, meetings, and concerts.

With its extensive programming and flexible spaces, the **Dr. Carson & Marion Murray Community Centre** is a cornerstone of recreation, entertainment, and community life in Cumberland County.

MARKETING OPPORTUNITIES

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| A ARENA BOARDS \$600/yr | D SEATING SECTION \$500/yr |
| Have your business featured adjacent to the hundreds of games, practices and special events hosted at the Dr. Carson & Marion Murray Community Centre each year both on and off ice! | Capture attention right where fans sit by featuring your business above one of six seating sections. Your brand will be featured on hanging signage above the section and is visible front and back. |
| B IN-ICE \$1,000/yr | E STAIR KICK PLATES \$300/yr |
| Have your business featured right on the ice surface, amidst the hundreds of games, practices and special events hosted at the Richard Calder Arena each year. | Your company could be featured with each step in one of six seating sections in the arena. |
| C WALL PANELS \$500/yr | F WALKING TRACK \$500/yr |
| Showcase your brand in a unique, highly visible way in our arena with individual or multiple wall panels. Send us your logo and we will prepare your ad space at no additional cost. | Located on the mezzanine level of the Richard Calder Arena, the indoor walking track is popular among those seeking a leisurely indoor stroll and those looking to complete their fitness regimen with some cardio. A number of high-visibility options are available throughout the walking track area. |
| G ARENA LOBBY FRAMES \$100/yr | |
| The arena lobby frames offer a sleek and professional design to showcase your ads. Fully customizable and easy to install, these frames are a great selection for promoting any size business. | |

ADDITIONAL OPTIONS

Showcase your brand in exciting, non-traditional ways at our facility!

Opportunities include:

- Custom wall installations
- On-site activations and product demos
- Interactive experiences
- Outdoor court advertising
- Floor and door wraps

CONTACT US

Connect with us to learn how marketing opportunities with the Dr. Carson & Marion Murray Community Centre can support brand awareness for your organization.

MARKETING OFFICER

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