



Recreation Assets Naming Rights



The City of Fort St. John is looking for individuals, businesses, organizations, and non profit associations who are interested in the Naming Rights of select municipal recreation facilities and assets.

The City of Fort St. John is offering naming rights opportunities across its premier recreation, cultural, and public spaces. Each facility is treated individually, with tailored sponsorship packages designed to provide high visibility, meaningful community engagement, and long-term brand impact.

Current Recreation Asset Naming Right Opportunities:

- Pomeroy Sport Centre (9324 96 Street)
- North Peace Arena (9805 96 Avenue)
- Kids Arena Fieldhouse (9615 96 Avenue)
- Festival Plaza (9523 100 Street)
- Centennial Park (9522 100 Street)
- Toboggan Hill (8715 96 Avenue)
- Fish Creek Community Forest (9620 120 Avenue)
- North Peace Cultural Centre (10015 100 Avenue)
- Fort St. John Curling Club (9504 96 Street)

The City is committed to promoting cultural growth, health, wellness, and fitness for all residents by providing exceptional recreational, leisure, and cultural facilities.

MARKETING BENEFITS

Successful applications will receive their proposed name on:

- Facility branding
- Digital and print exposure
- Media and event visibility
- Operational integration
- Event and program engagement
- Customizable packages

INTERESTED?

View the Naming Rights Request for Proposals at <https://fortstjohn.bidsandtenders.ca>



POMEROY SPORT CENTRE (9324 96 STREET)

Annual Visits: 250,000

Bid Requirement: \$150,000 CAD per year for a term of 15 years



The Pomeroy Sport Centre is Fort St. John's flagship recreation and event facility and the region's primary gathering place for sport, wellness, and community life.

As one of British Columbia's premier multi-use sport venues, it provides corporate partners with high visibility and authentic alignment with community values.

The facility includes:

- 2 NHL-sized ice rinks
- Olympic-sized long track speed skating oval
- Training gym and studio
- 340-metre indoor walking track
- 2 Meeting rooms



NORTH PEACE ARENA (9805 96 AVENUE)

Annual Visits: 55,000

Bid Requirement: \$70,000 CAD per year for a term of 15 years



The North Peace Arena is a cornerstone recreation and event centre and a key community gathering place in Fort St. John.

As a versatile, multi-purpose facility, the North Peace Arena accommodates ice and non-ice events, including tournaments, concerts, trade shows, exhibitions, and large-scale celebrations.

The facility includes:

- NHL-sized ice rink
- Ice event capacity: 2,100
- Non-ice event capacity: 3,500
- Seating capacity: 1,550



KIDS ARENA FIELDHOUSE (9615 96 AVENUE)

Annual Visits: 80,000

Bid Requirement: \$45,000 CAD per year for a term of 5 years

The Kids Arena Fieldhouse is a vibrant, family-oriented recreation facility and central hub for youth sport, active play, and community programming.

Converted from an ice rink in 2011 and extensively renovated in 2023, it welcomes over 80,000 visitors annually and serves as a daily gathering place for children, families, schools, and sport organizations.

The facility features:

- Indoor pitch supporting soccer, baseball, rugby, lacrosse and community programs
- 2 Meeting room spaces for birthday parties, team meetings, and community rentals



FESTIVAL PLAZA (9523 100 STREET)

Annual Visits: 35,000

Bid Requirement: \$30,000 CAD per year for a term of 10 years

Festival Plaza is a purpose-built, culturally significant outdoor event space in downtown Fort St. John and venue of the local Farmer's Market.

Completed in 2021, it functions as a year-round gathering place, a venue for community and cultural events, and a welcoming gateway to the city. Festival Plaza reflects local identity through its unique design and cultural features.

Plaza features:

- Hosts festivals, performances, arts programming, private functions, and community celebrations
- Incorporates cultural design elements celebrating the region's history and diversity



CENTENNIAL PARK (9522 100 STREET)

Annual Visits: 21,000

Bid Requirement: \$20,000 CAD per year for a term of 5 years



Centennial Park is a central hub for public recreation and community gatherings in Fort St. John with green space, recreational amenities, and event infrastructure supporting daily use and major gatherings.

Situated next to the North Peace Leisure Pool, the park hosts high-profile annual events, including Canada Day, the Santa Parade, and the Winter Festival.

Park features:

- Open air stage that is perfect for summer music in the park programs
- Home to the well utilized Rotary Spray Park, playgrounds, and a picnic area



TOBOGGAN HILL (8715 96 AVENUE)

Annual Visits: 7,000

Bid Requirement: \$15,000 CAD per year for a term of 5 years

Toboggan Hill is one of Fort St. John's largest parks and a popular outdoor recreation destination.

Its open green spaces and recreational amenities make it a central gathering place for residents and visitors of all ages.

Park highlights:

- Home to the Off-Leash Dog Park and disc golf course
- Features ample walking trails, and open green space
- High-traffic outdoor venue supporting active lifestyles and community engagement



FISH CREEK COMMUNITY FOREST (9620 120 AVENUE)

Annual Visits: 12,000

Bid Requirement: \$8,000 CAD per year for a term of 5 years

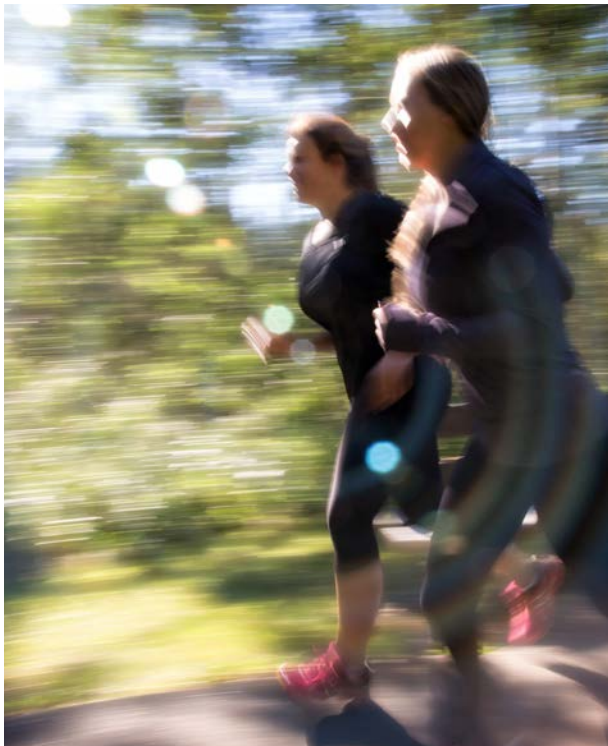


Located near the outskirts of the city, Fish Creek Community Forest allows residents to immerse themselves in nature while remaining easily accessible.

It is a premier outdoor recreation destination supporting physical activity, nature exploration, and environmental education.

Forest highlights:

- Over 5 kilometres of paved and gravel multi-use trails for year-round use
- Immersive nature destination



NORTH PEACE CULTURAL CENTRE (10015 100 AVENUE)

Annual Visits: 105,000

Bid Requirement: \$77,500 CAD per year for a term of 15 years

The North Peace Cultural Centre is Fort St. John's premier arts and culture hub.

Strategically located in the heart of downtown Fort St. John, the facility attracts residents, regional visitors, touring productions, and community organizations year-round.

The facility features:

- 413-seat fully equipped performing arts theatre with professional staging, lighting, and sound systems
- Home to the Fort St. John Public Library and Peace Gallery North
- Multipurpose meeting room spaces available for rentals



FORT ST. JOHN CURLING CLUB (9504 96 STREET)

Annual Visits: 25,000

Bid Requirement: \$30,000 CAD per year for a term of 15 years

The Fort St. John Curling Club is a cornerstone recreation and community facility serving residents of Fort St. John and the surrounding region.

Established in 1979, the Club fosters participation in curling from youth programs to competitive leagues and provincial events.

Facility highlights:

- Four sheets of ice (expanding to eight by 2030)
- Current home to Fort St. John Soccer Club's Futsal Pitch
- Viewing lounge and multi-purpose room for year-round event hosting





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