



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:

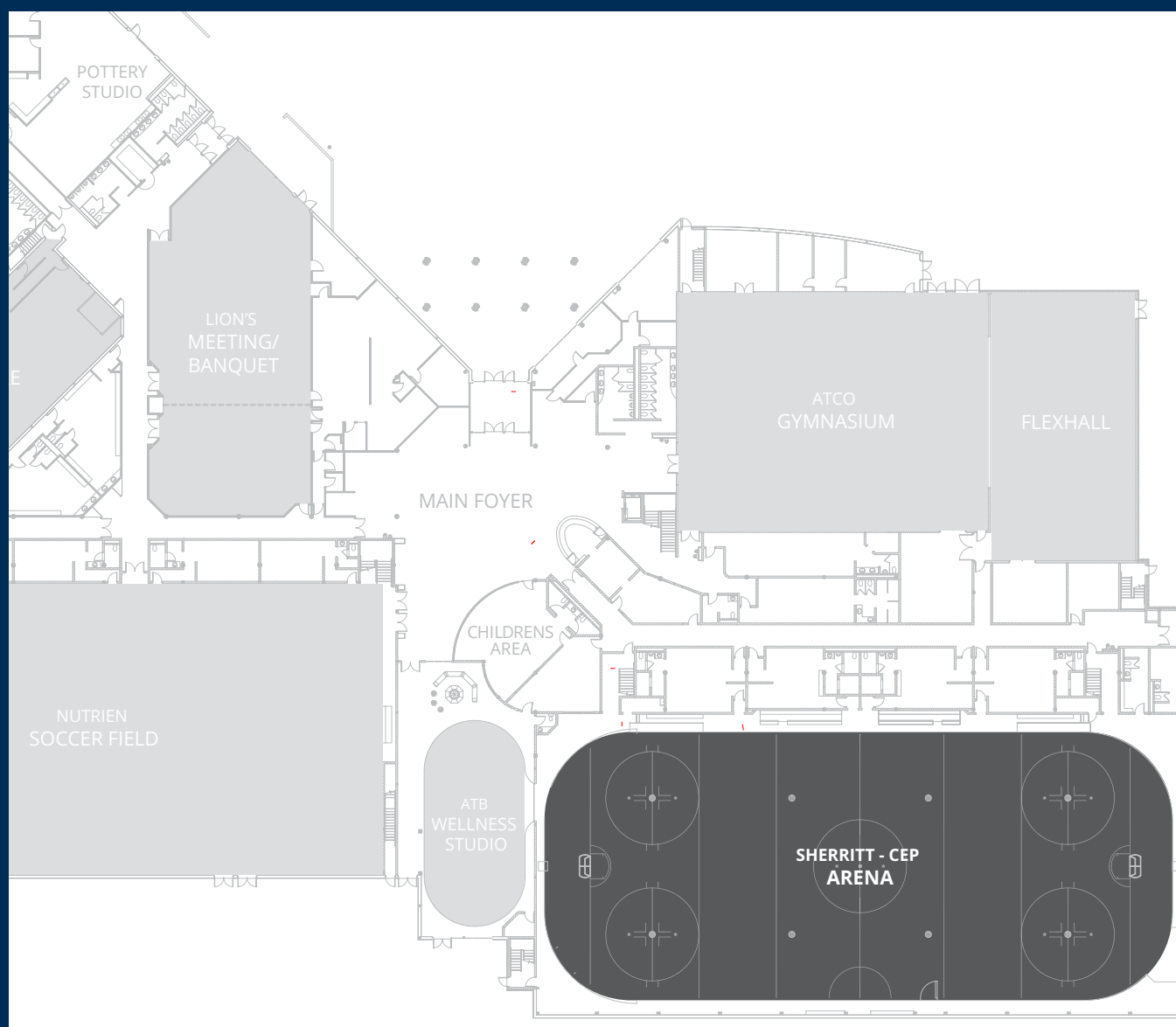
- **Size:** NHL-sized ice rink.
- **Seating Capacity:** 207 with four wheelchair-accessible areas and a dedicated ramp-equipped section for easy access. Plus, room for 73 standing around the glass.
- **Amenities:** Bleacher seating, fully equipped change rooms, and public WiFi.
- **Year-Round Versatility:** Ice for hockey, figure skating, sledge hockey, and public skating during colder months; dry pads for lacrosse, and limited opportunities in the spring for community events.

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, local sports groups, and city programs. 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

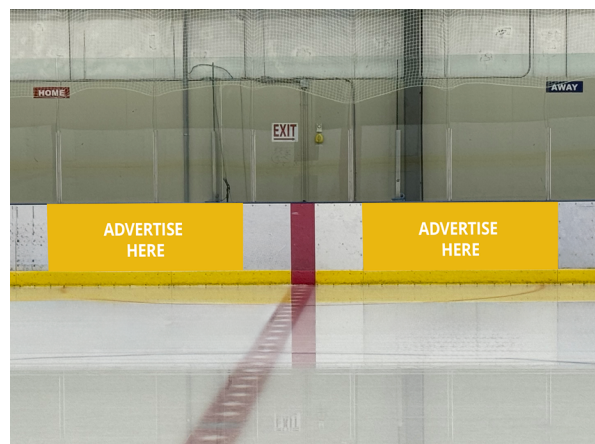
Engage with dedicated sports families, youth athletes, and local community members year-round. With over 9,500 hours of annual arena use, the facility sees steady, ongoing traffic from this audience.

ARENA BOARDS AND INDOOR FIELD BOARDS

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

	QUANTITY 1	QUANTITY 2
Dimensions	96" x 33.5"	96" x 33.5"
Cost per year	\$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



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:

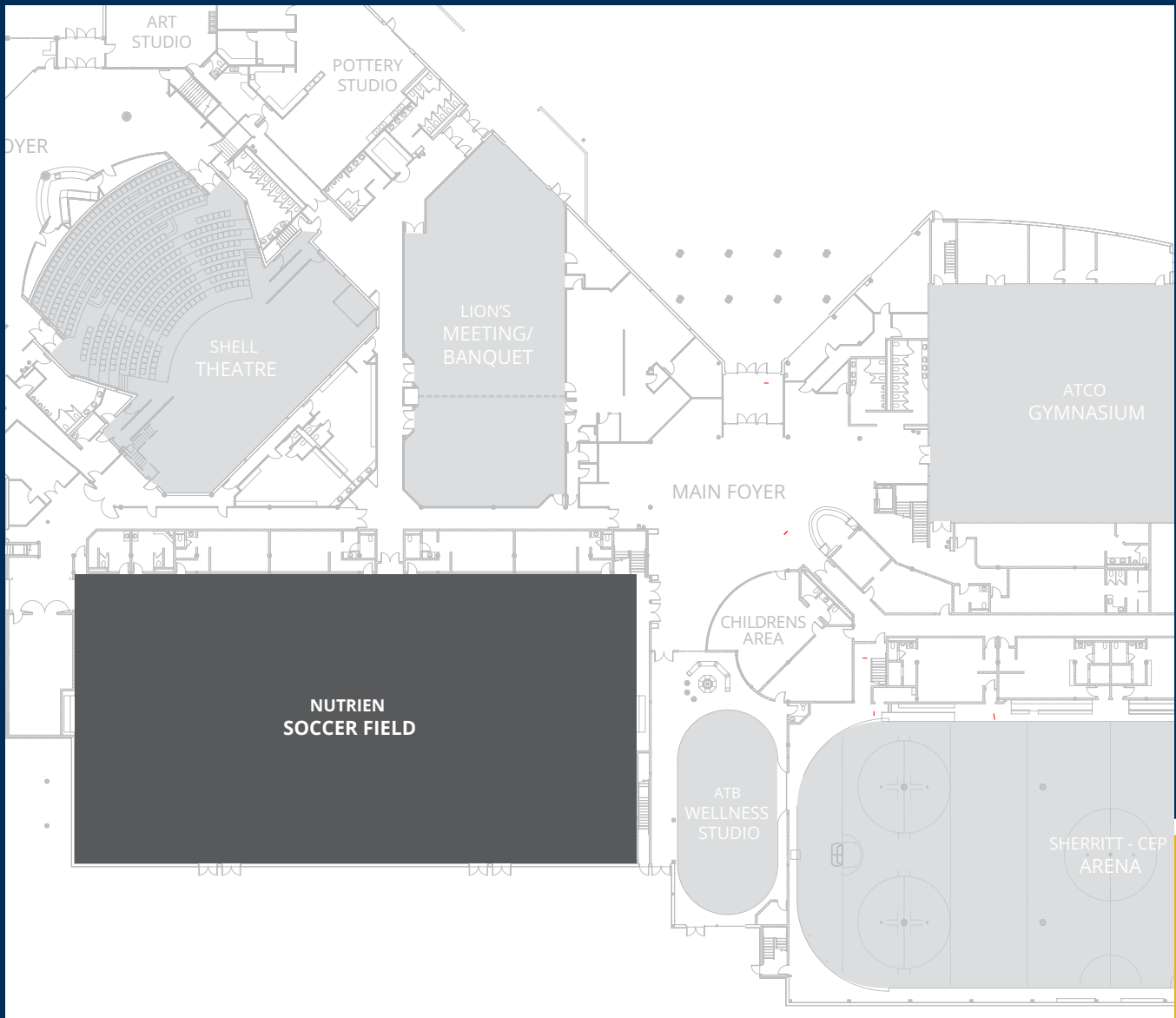
- **Size:** 200 feet long by 85 feet wide Indoor soccer turf facility.
- **Seating Capacity:** 175 seats with standing room for 70 and four wheelchair-accessible areas.
- **Multi-Purpose:** The field serves as a venue for sport practices and games, fitness classes, and is converted for trade shows and 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. **Other Uses:** The indoor turf supports additional community uses, including seasonal dance festival rehearsals and warm-ups, bringing consistent youth traffic through the facility.
4. **Special Events:** The field is transformed into an expo centre for major events such as the Fort Saskatchewan Chamber Spring Farmers' Market, Alberta Showcase, and Christmas Marketplace, drawing large, diverse crowds and increasing overall visibility for on-site advertising.

NUTRIEN SOCCER FIELD

Map it Out



NUTRIEN SOCCER FIELD

Advertising Opportunities

SPONSOR VISIBILITY

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

AUDIENCE REACH

Engage with dedicated sports families, youth athletes, and local community members year-round. With approximately 8,000 hours of annual field use, the facility sees steady, ongoing traffic from this audience.

ARENA BOARDS AND INDOOR FIELD BOARDS

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

	QUANTITY 1	QUANTITY 2
Dimensions	96" x 33.5"	96" x 33.5"
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Recommended Production Specs

AD SIZE

- Standard panel size: 96 in (W) x 33.5 in (H)
- Please include a 0.5" bleed on all sides.
- Keep important text/logos at least 2" from the edges.

PRODUCTION NOTES

- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images and logos at 100%

MATERIAL

- **Hockey dasher boards:** Ads must be printed on durable vinyl designed specifically for arena dasher boards.
- **Soccer boards:** Ads must be printed on a durable adhesive backed vinyl. This material is made to adhere securely to indoor soccer surfaces.

ARTWORK & APPROVAL

- Once you receive your artwork, please send a proof for approval before printing.





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QUESTIONS?

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

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