



THE NATION GETS IN SHAPE CAMPAIGN





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THE NATION: THE PLACE TO BE

The pulse is building across The Nation Municipality. Once a quiet collection of small villages, The Nation is transforming into a region of vibrant and ambitious rural communities. It is no longer a place that people bypass when travelling to larger population centres. Today it is a robust township of 13,900 that offers every resident and visitor a tantalizingly array of opportunities to live, work, play and grow.



A PLACE TO LIVE

A steadily growing community, The Nation's population increased from 11,668 in 2011 to 13,900 in 2021. Many who call The Nation home belong to families with roots in the area dating back several generations. Yet a steadily increasing number are transplants from Ottawa, Cornwall and other larger centres who seek a more tranquil and rural lifestyle. Limoges – the town situated closest to Ottawa – is a prime example of this trend where much of the anticipated population increase of 100% within the next 15 years is expected to consist mainly of former city dwellers who find solitude and a happier existence in The Nation.



A PLACE TO WORK

Once heavily dependent on agriculture, The Nation's economy is now a healthy cross-section of additional sectors including construction, tourism, manufacturing, hospitality and professional services. Factors that especially make The Nation attractive to future investors include its proximity to major population centres and the US border, access to major highways, high quality of life, and emerging new agribusinesses. The opening of the massive Amazon warehouse created many new jobs in the region and has had a very positive effect on Nation residents and the surrounding communities.



A PLACE TO VISIT

Premier attractions like the St. Albert Cheese Factory (attracting 500,000 visitors annually), the Calypso Water Park (attracting 400,000 visitors annually) have made The Nation Municipality a major destination of choice for tourists from across Ontario, Quebec and the Northeastern United States. Other popular sites such as the Larose Forest Trails, fun annual events like the St-Albert Curd Festival and Riceville Agricultural Fair, and heritage structures like Fournier's Church are also tremendous draws annually for thousands of out-of-town visitors and Eastern Ontario tourists.



A PLACE TO PLAY

Competitive and amateur sport enthusiasts have a bounty of choices to participate in including hockey, soccer, softball, and other athletic activities throughout the Municipality. Pristine walking trails and parklands offer fitness and active living opportunities for families, seniors and hikers.

SPACE IS NEEDED FOR:

RECREATION AND FITNESS

Outdoor amenities including soccer fields are limited and are not suitable for high-level competition or coaching clinics. Insect problems during summer months often wreak havoc for players, coaches and spectators.

CHILDREN AND YOUTH

A need for space that is ideal for competitive and recreational sporting activities for all ages has materialized with the sharp increase in the portion of children and youth among The Nation's entire population. Greater indoor space that is suitable for after school programs and extracurricular activities is another need that emerged as a result of this trend.

FAMILIES

The influx of young families in recent years has created a new demand for space for Early Years activities, daycare, private functions, and birthday parties. Previously few venues in The Nation are available for large gatherings that attract families such as festivals, large scale sport tournaments, musical presentations and the like.

SENIORS

Older citizens seeking active living opportunities such as indoor walking or social inclusion events like card tournaments are frequently disappointed by the absence of proper facilities throughout The Nation.

COMMUNITY HAPPENINGS

Community groups have few venue options when organizing medium to large-scale events such as festivals, trade shows and farmers' markets. What little space is available is far from ideal and must be booked months in advance.

Bottom Line: A multi-purpose facility that provides each segment of The Nation residents with opportunities to thrive and grow is urgently needed to move this community forward.

THE NATION GETS IN SHAPE!

Introducing The Nation Municipality's Sports Complex, a first-rate sports and community venue where residents may participate in activities 12 months a year. The frameless steel structure will house two 2/3 FIFA-sized soccer fields with an artificial playing surface with a walking/running track encircling its perimeter. Another key feature of the Sports Complex is a multipurpose room that can be used for a variety of private and public functions.

The Nation is an evolving community and the Sports Complex in Limoges will be a majestic, state-of-the-art, gathering place and a logical choice given its close proximity to the 417 and major population centres such as Ottawa, Cornwall and Montreal.

The Sports Complex will be a new source of civic pride and enhance The Nation's identity. It will bring everybody together and will bring everyone home.



SOMETHING FOR EVERYONE



FOR CHILDREN AND YOUTH

Greater athletic participation opportunities will strengthen their confidence and self-esteem teach them the importance of teamwork, goal-setting, discipline, positive choice-making, health and wellness and leadership.



FOR FAMILIES

Children's participation in sports and fitness strengthens the family constellation and stronger families create stronger communities.



FOR SENIORS

A place where seniors may gather for recreational and fitness activities 12 months of the years, regardless of the climate, will enhance the overall vitality and give them an improved sense of belonging. Greater wellness for seniors also leads to life expectancy, lessens the demand on the community's health care services and inspires them to participate in other facets of community life.



FOR COMMUNITY GROUPS

Additional meeting space that is appropriate for several types of functions will encourage diverse groups in the community to work together to strengthen all aspects of community life. Greater collaboration will foster a better sense of cohesion among citizens and remove the barriers that prevent unity and vitality.



FOR BUSINESS

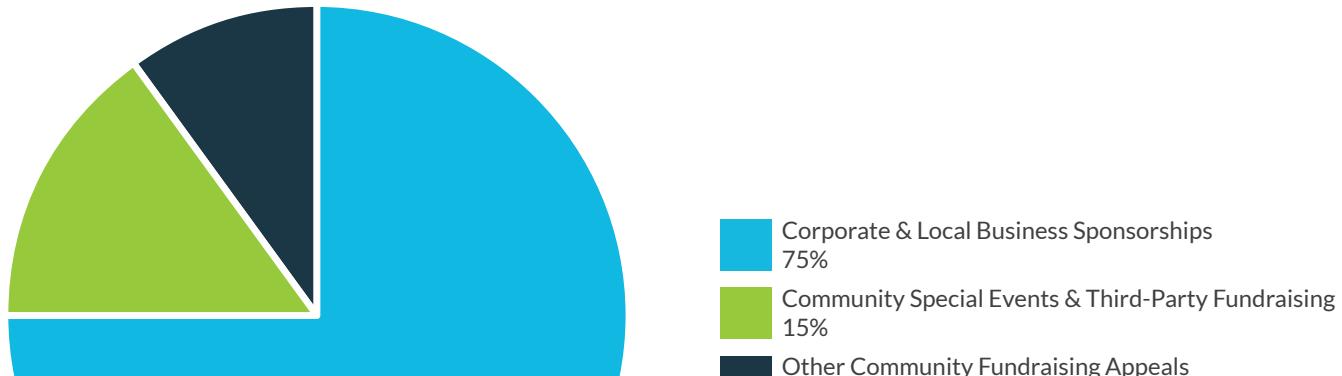
Local restaurants, hotels, B&Bs, retailers and other businesses will reap tremendous profits as more families, tourists and individuals from Eastern Ontario, Quebec and upstate New York attend sporting tournaments and other events at the Sports Complex throughout the year. Local businesses will also have ample opportunities to showcase their products and services to everyone in the Sports Complex through signage and video advertisements, vendor kiosks, trade shows and other means.

WHAT IS NEEDED

Approximately \$14 million is needed to transform the vacant land adjacent to École élémentaire catholique Saint-Viateur into the magnificent structure that will create many future community-building moments for The Nation's residents. The total includes all expenses related to the development and construction expenses including architectural fees, materials, labour, permits and the like.

The majority of the required funding will be budgeted in the capital budget of the Nation Municipality. Yet raising the balance will be achieved by the generous support of individuals, companies, foundations and other stakeholders who understand how the new Nation Sports Complex will unify and energize all residents of The Nation Municipality.

FUNDRAISING TARGET: 1 MILLION



YOUR OPPORTUNITY TO MAKE IT A REALITY!

The chance to invest in something that will help define our community's identity and amplify the wellness and vibrancy for generations to come is a rare privilege. We would welcome your investment in this important project that will enable The Nation's residents to lead healthier lives, boost local business, instill our young people with stronger leadership and team-building skills, and foster a community where everyone works together to optimize their collective well-being.

Recognizing the kindness of their citizens and other supporters is a major priority of the leaders and officials of The Nation Municipality. Guided by this belief, we have assembled a Giving Options Menu that outlines how the generosity of each donor will be celebrated.

Below are the Giving Levels and the corresponding Inventory of Benefits for The Nation Gets In Shape Campaign.

Each donor will receive an official income tax receipt from The Nation Municipality.

Exceptional gifts above the \$250,000 Visionary Level are most welcome and we will happily discuss some additional specific terms regarding how such extraordinary contributions may be acknowledged.

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- Advertising to remain in place for 10 to 12 years
 - 2 major sponsorships available at \$200,000 - \$249,999**
 1. Outside on electronic sign
 2. North west corner of building
 - 3 sponsorships opportunities available at \$100,000 - \$199,999**
 1. Naming rights of 1 field (2 fields available)
 - Includes logo to be located on side of curtain dividing 2 fields,
 2. Naming rights of walking track – company logo in rubber walking track & on walking passes to be sold to public
 - Includes large sign on wall
 - Also includes:**
 - Name and/or logo prominently displayed on The Nation Municipality's website and social media platforms
 - Mentions in local broadcast and print media
 - Special reception for representatives prior to Official Opening of the Sports Complex
 - Name and/or logo will appear on internal electronic messaging screens in the facility
 - Forty (40) free passes for one-month usage of the walking track surrounding the field
 - Profile on The Nation Municipality's website and social media platforms.
 - Profile in The Nation Municipality's Newsletter
 - Special recognition at the Official Opening of the Sports Complex
 - Verbal recognition at the Official Opening of the Sports Complex

VISIONARY
\$100,000 - \$249,999

- Advertising to remain in place for 5 years

2 sponsorships available: Logo on soccer nets

Also includes:

- Name and/or logo displayed on The Nation Municipality's website and social media platforms
- Mentions in local broadcast and print media
- Thirty (30) free passes for one-month usage of the walking track
- Profile on The Nation Municipality's website and social media platforms
- Profile in the Nation Municipality's Newsletter
- Special recognition at the Official Opening of the Sports Complex
- Verbal recognition at the Official Opening of the Sports Complex

PLATINUM

\$50,000 - \$99,999

- Advertising to remain in place for 3 years

2 sponsorship available: logo & plaque in change room

Also includes:

- Name and/or logo displayed on The Nation Municipality's website and social media platforms
- Mentions in local broadcast and print media
- Thirty (30) free passes for one-month usage of the walking track
- Profile on The Nation Municipality's website and social media platforms
- Profile in the Nation Municipality's Newsletter
- Verbal recognition at the Official Opening of the Sports Complex
- Name recognition at the Official Opening of the Sports Complex

GOLD

\$25,000 - \$49,999

- Advertising to remain in place for life of the bench

2 sponsorship available: logo and plaque on bench outside & around building

Also includes:

- Twenty (20) free walking passes for one-month usage of the walking track
- Profile in The Nation Municipality's Newsletter
- Name recognition with other donors and sponsors in a designated area in the facility
- Verbal recognition at the Official Opening of the Sports Complex
- Name recognition at the Official Opening of the Sports Complex

SILVER

\$10,000 - \$24,999

Unlimited sponsorship spots available:

\$5,000 - \$9,999

- Fifteen (15) free walking passes for one-month usage of the walking track, logo on camp participant shirts in 2023

\$500 - \$4,999

- Ten (10) free walking passes for one-month usage of the walking track

Also includes:

- Name recognition in The Nation Municipality's Newsletter
- Name recognition with other donors and sponsors in a designated area in the facility
- Name recognition at the Official Opening of the Sports Complex

BRONZE

\$500 - \$9,999

SEE YOU THERE!

The Nation Gets In Shape team is excited about bringing the Sports Complex to life. But they are even more excited about the bounty of ways that it will advance the wellness for all segments within the community and foster a heightened willingness among disparate groups to partner to devise solutions for issues of mutual interest.

We encourage you to follow the progress of The Nation Gets In Shape on The Nation Municipality's website. Please also subscribe to the Nation's Facebook page for the latest updates and posts on the quest to make the Sports Complex a reality. It is our hope that you will feel the same sense of ownership and pride upon this building's opening as we strive to bring The Nation together.

Thank you for your interest and enthusiasm.





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