



IMMEDIATE NEWS RELEASE

Nov 13, 2014

### **Keystone Centre Introduces MNP Hall**

BRANDON, MB – The Convention Hall in the Keystone Centre will now be called the MNP Hall.

The regional offices of MNP (formerly Meyers Norris Penny) have banded together to support the Keystone Centre through annual naming rights sponsorship of the MNP Hall. A contract between the two parties has been signed for a 7 year agreement.

Regional managing partner, Dan Trotter, explains their decision to enter into a naming rights sponsorship commitment with the Keystone Centre, “As corporate citizens, we have an obligation to look after our amenities, especially the Keystone Centre. Why? We’re all better with it. The Keystone is an integral part of not just Brandon, but the large trading area it also serves, including so many rural communities in Manitoba and Saskatchewan.”

Trotter said, “Sure, it will be great branding for our business in all of the name mentions and recognition through naming rights but we really wanted to step up and say that MNP supports this facility that adds so much to the quality of life in Brandon and the 180,000 people in the area. Our business flourishes because of everything that happens at the Keystone Centre.”

A conservative economic impact of over \$62,000,000 is generated in Brandon’s economy from Keystone Centre events each year, says a recent study. At 540,000 square feet the Keystone Centre is the largest indoor recreational and event facility in Manitoba.

“We couldn’t be happier about this partnership for naming rights with MNP,” said Tim Hore, Chair of the Keystone Centre Board. “MNP has a significant presence in Manitoba and Brandon. They’re a respected business across Canada and we’re thrilled with their level of community support of our community facility.”

This partnership will be the third naming rights sponsorship for rooms/arenas within the Keystone Centre facility. Its main arena, Westman Communications Group Place was

the first, followed by the Westoba Credit Union Agricultural Centre of Excellence. The Keystone Centre is still looking to secure naming rights sponsorships for its Canada Room, Amphitheatre, Kinsmen Arena and Optimist Arena.

“We hope that this successful venture with MNP will encourage other local, regional and even national companies to come forward with their own support for our facility, which we know contributes greatly to the economy in western Manitoba,” said Neil Thomson, general manager, Keystone Centre. “The return on investment for name recognition through these sponsorships is huge. Our facility sees over 1.2 million visitors every year, all of whom will be seeing your company name through a naming rights sponsorship.”

The Keystone Centre is a non-profit organization. This year, the Keystone Centre will also host its first ever facility fundraiser on New Years Eve to raise money for an improved outdoor festival area. Sponsorship opportunities are available now.

For information on the remaining naming rights opportunities within the Keystone Centre and the NYE Fundraising event, contact Krista Kowaluk, Marketing and Sponsorship Manager, [krista@keystonecentre.com](mailto:krista@keystonecentre.com).

#### **About the Keystone Centre**

The mandate of the Keystone Centre is to enhance the lives of Westman residents through providing a safe, family-friendly, multi-functional, full-service facility for use in a wide range of events, meetings, entertainment, agricultural and recreational activities throughout all seasons, accessible to everyone in the community.

To learn more about the Keystone Centre visit [www.keystonecentre.com](http://www.keystonecentre.com)

#### **About MNP**

MNP is one of the largest chartered accountancy and business consulting firms in Canada. For more than 65 years, MNP has been proudly delivering client-focused solutions to mid-market public and private companies. Through our full suite of assurance, taxation and business consulting services, MNP provides personalized strategies and a local perspective to help clients succeed.

To learn more about MNP visit [www.mnp.ca](http://www.mnp.ca)

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