

# IEG<sup>®</sup> IEG SPONSORSHIP REPORT

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## EPCOR Takes Title of Calgary Arts Center

Hoping to establish itself as a trusted provider following electricity industry deregulation, EPCOR Utilities Inc. has signed a 10-year, \$2.6 million deal to title the former Calgary Centre for the Performing Arts.

“Compared to advertising, sponsorship is a long-term investment, said Dianne Allen, EPCOR’s director of corporate marketing, who signed off on the deal. “We wanted to make a statement to Calgary that it’s a major market, we’re a major player and we’re here to do business.”

EPCOR signed the deal within six weeks of receiving a solicitation letter from Performance Sponsorship Group, which had been hired to sell title, said Judy Haber, senior partner at the agency.

The Edmonton-based utility already was considering sponsorships in Calgary to complement its initial push to sign up small commercial and residential customers following the January 1 start of deregulation in Alberta - the only Canadian province to have deregulated.

On top of its rights fee, EPCOR will provide the Centre with preferential pricing for gas and electricity. It also will implement its energy efficiency program, EnVest, to save the venue an estimated \$46,000 annually.

At the property’s suggestion, EPCOR will promote its energy-saving efforts at the Centre in ads, as it has done around similar programs in Edmonton public schools. “It will raise our profile because we’ll be the demonstration site.” said Colin Jackson, the Centre’s president and CEO.

The 15-year-old property is using the deal as a selling point during its current fund-raising campaign. The local business community has been impressed with the naming deal because it shows the Centre is innovative and business savvy, Jackson said.

Some 400,000 people attend the Centre each year. EPCOR benefits include an on-site display.

The utility, which currently has 600,000 customers, also is a sponsor of this year’s IAAF World Championships in Athletics and the EPCOR Pediatric Outpatient Clinic, both in Edmonton.

EPCOR recently signed a deal to generate power with a utility provider in Washington state. EPCOR also generates power and treats water in British Columbia. It does not market directly to consumers in either location.