



For Immediate Release!

NCCC Space Sponsorship Program offers golden marketing and promotional opportunity

Space Sponsorship Program and Niagara Convention & Civic Centre dynamic brand offers local and regional businesses winning combination for marketing and promotional opportunities.

July 13, 2010 (Niagara Falls, ON) – The Niagara Convention & Civic Centre (NCCC) announced today the launch of a Space Sponsorship Program that will offer individuals, corporate and municipal entities naming rights to a number of the Centre’s most popular spaces, including: eight meeting rooms, a 4,900 square foot Club Lounge, and a distinctive 17,000 square foot Ballroom.

“This is powerful promotional and marketing opportunity,” said Kerry Painter, NCCC President & General Manager. “Our projections have shown the Centre’s cleverly designed, multi-purpose spaces will host a diverse range of events and corporate functions that are guaranteed to draw hundreds of thousands of visitors every year.”

In addition to naming rights and the exposure of on-site promotion for 10 years, the Space Sponsorship Program offers sponsors the synergic benefits of being associated with the Centre’s colourful and dynamic brand. Being built to meet LEED* Silver certification, the NCCC will support social, corporate and sustainable practices. Along with the latest in state-of-the-art acoustic and presentation technologies the NCCC will provide uniquely regional and seasonally inspired food and beverage offerings, designed by the Centre’s endorsing celebrity Chef Anna Olson (Food Network Canada TV personality and author). Once completed, the NCCC will house a 1,000 seat theatre that will feature live performances increasing the possible numbers of visitors and adding another energetic facet to this multi-purpose facility committed to delivering unconventional experiences that are Vivid, Abundant, and Original!

Individuals and/or companies interested in the NCCC Space Sponsorship Program may visit the Centre’s website for more information or to download an application form at: **www.fallsconventions.com**

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About the Niagara Convention & Civic Centre

The Niagara Convention & Civic Centre is to be a new 288,000 square foot convention facility located in Niagara Falls, Canada --- just a mere 500 yards from the breathtaking Canadian Horseshoe Falls. When completed, it will feature: an 82,000 square foot exhibition hall; a 17,000 square foot ballroom; an intimate 1,000 seat theatre, and 26,500 square feet of flexible meeting space. The Centre will officially open its doors in April 2011. Presently, the sales and marketing staff are accepting convention and meetings bookings.

**The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria. LEED is a third-party certification program and an internationally accepted benchmark for the design, construction and operation of high performance green buildings.*

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