



saveonfoods
MEMORIAL CENTRE

SAVE-ON-FOODS MEMORIAL CENTRE

1925 Blanshard Street

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FACILITY

Save-On-Foods Memorial Centre is Victoria's premier entertainment facility. The state-of-the-art 7,000 seat facility is home to the Victoria Royals, world-class concerts and sporting events.

SOFMC features more than 1,000 King and Club Seats, a fine dining restaurant, Club Lounge, retail space, superior sightlines and world-class acoustics.



DEMOGRAPHICS

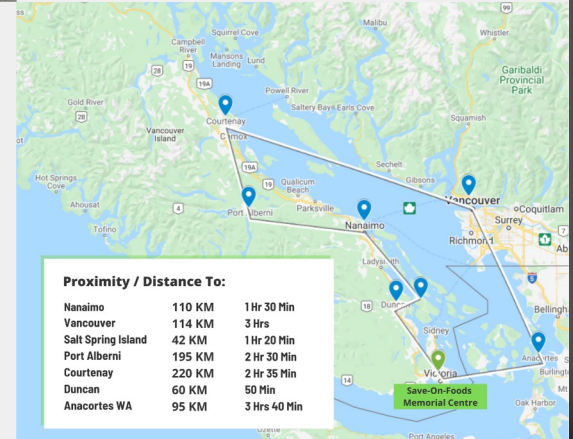
- Area Population: 401,700 (2019)
- Average Age: 44
- Median Household Income: \$95,250 / Year
- Vancouver Island Population: 870,297 (2019)



MISSION

At Save-On-Foods Memorial Centre, we strive to bring people together through sports, entertainment, and shared experiences that inspire our fans and our community. We are committed to innovation, sustainability, and providing a state-of-the-art entertainment experience for Vancouver Island.

We are part of GSL Group, where we build better communities through better connections.



PAST EVENTS



Aerosmith

Back to the 90's!

Barenaked Ladies

Blue Rodeo

Bryan Adams

Celtic Thunder

Cirque du Soleil

City and Colour

Collective Soul

Corey Hart

Def Leppard

Elton John

Harlem Globetrotters

Hedley

International Basketball

International Hockey

James Taylor

John Fogerty

John Mellencamp

Just for Laughs

Kenny G

Marvel Live

Monster Trucks

Mother Mother

NHL Exhibition

Rod Stewart

Shania Twain

So You Think You Can Dance

Stars On Ice

Steve Miller Band

The Arkells

The Glorious Sons

The Tragically Hip

Tom Cochrane

Tragically Hip

World Junior Hockey

World of Dance

WWE

ZZ Top

And Many More...





BOX OFFICE & TICKETING

Ticketing for all events at Save-On-Foods Memorial Centre are managed by our in-house ticketing company, **Select Your Tickets**.

Select Your Tickets uses a robust ticketing infrastructure system powered by Paciolan, and our ticketing staff have decades of experience in managing the box office for hundreds of shows and events.

Our in-house ticketing system gives event organizers full-funnel control, from seat map design and pricing tier structure, to on-sale announcements, fan engagement and revenue management. We provide a high degree of flexibility, quality and turnaround time for your events and ticketing needs with a commitment to client and fan satisfaction.

Select Your Tickets is conveniently located next to Gate 1 at the front of the arena. Tickets can also be purchased online via selectyourtickets.com or by phone at 250-220-7777.



FOOD & BEVERAGE

Eventium Food Services is proud to be the exclusive food and beverage supplier to Save-On-Foods Memorial Centre.

Services include:

- Lion's Den Restaurant
- Molson's Fan Deck Club Lounge
- Royals Court
- Exclusive Suites Catering
- Concessions
- Private Catering
- Backstage Concert Catering

MARKETING SUPPORT

As a division of GSL Group, our in-house marketing team works closely with event organizers and promoters to create extraordinary events. Our marketing team has extensive experience in reaching targeted audiences, which is a critical factor in delivering a successful event in the region.

By collaborating with our in-house team, you will have access to our wide range of event marketing services:



Content Creation & Graphic Design

Our team of graphic designers are well versed in creating and adapting event collateral for localized needs. Our marketing team also includes specialists in web design and copywriting, who are experienced in creating engaging content for traditional and digital media platforms.



Website Creation & Management

Web presence is one of the most critical tools in the consumer journey. From event landing pages to websites, our team is capable of designing, creating and maintaining your event's web presence. We can directly ensure that your event's details and graphics are always updated, and more importantly, optimized to drive traffic and ticket sales.



PR Network & Press Release Distribution

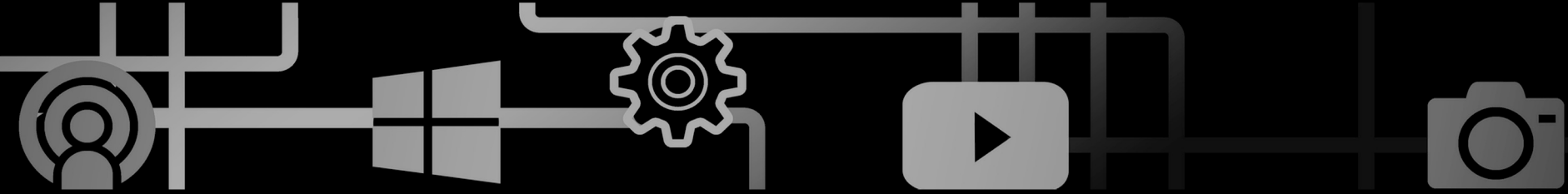
With our long history of delivering successful events in the region, we have an extensive media network that you can rely on. Our established list of media contacts and strong relationships will ensure your event has the best chance for publicity and exposure.



Print and Broadcast Relationships

Strategic media buys have contributed to the success of many events that have come through our arena. By leveraging our strong relationships with local print and broadcast media, you will have

MARKETING SUPPORT



Customer Database & Email Campaigns

We have amassed a significant database of customers over the hundreds of events that have taken place here. Combined with our ticketing arm, we have a database that has extensive reach in the region. From announcement and on-sale, to urgency and promo offers, our team can run email campaigns directly to our database.



Digital Advertising

Our marketing team has run many successful ad campaigns via Google Search, Facebook, Instagram, Twitter, display banner ad networks, app stores and more. Our targeted marketing expertise means we can tailor advertising to your event's audience and optimize for ticket sales.



Social Media

Nowadays, event awareness and word-of-mouth is commonly driven via social media. Our team has the expertise to manage announcements, contests and promotions to engage our local audiences on social media for your event.



Arena Assets

Our arena is fitted with opportunities to advertise your event on the ground. Poster boards, digital signage, windows, entrance/exit handouts, booths, or you name it! The in-arena opportunities are flexible and customizable to suit your needs.

TECH SPECIFICATIONS

SHOW POWER

- Upstage left: (5) 400AMP, (2) 200AMP
- 3 phase power
- Cam Locks

ROOMS

- Five dressing rooms
- Production office
- Meeting room

PRODUCTION PARKING

- Trucks and buses park in a secured area of the attached parking lot
- Shore power is available

RIGGING

- Catwalk available
- End stage - 4,500 lbs per point and 125,000 lbs total
- Centre stage - 4,000 lbs per point and 116,000 total
- 85' floor to high steel
- 65' floor to low steel
- Venue rigging map available upon request

LOADING DOCK

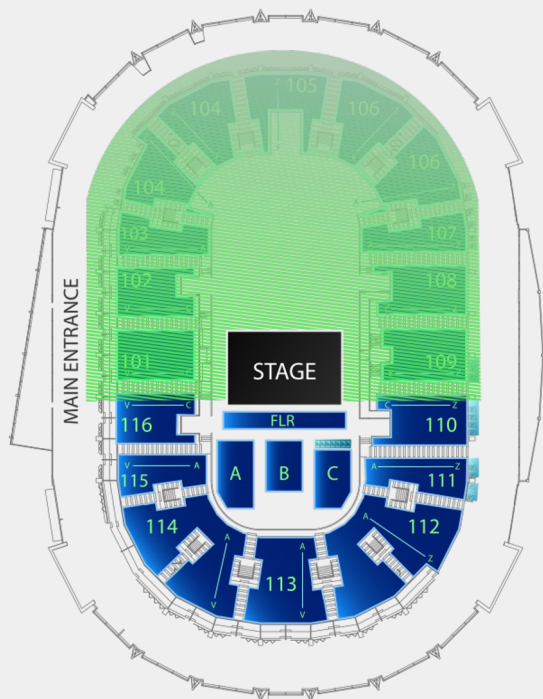
- The load in area is a single loading bay door located at the South end of the venue
- Door size is 14' high x 21' wide

SEATING CAPACITY:

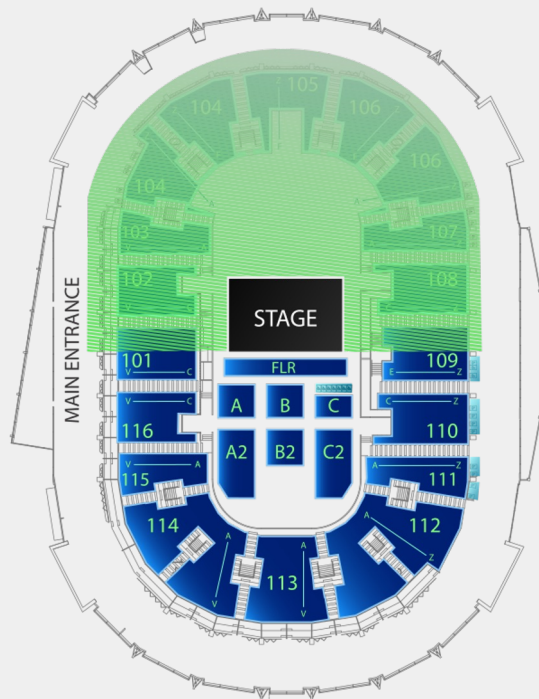
- Permanent Seating **7,206**
- Standard Concert - 180 degree **5,857**
- Standard Concert - 240 degree **6,361**
- Standard Concert - 270 degree **6,944**
- Standard Concert - 360 degree **8,013**
- Theatre (half house) **4,038**
- Small Theatre **3,386**
- Ice Show **6,524**
- Hockey, Rodeo, Circus **7,206**



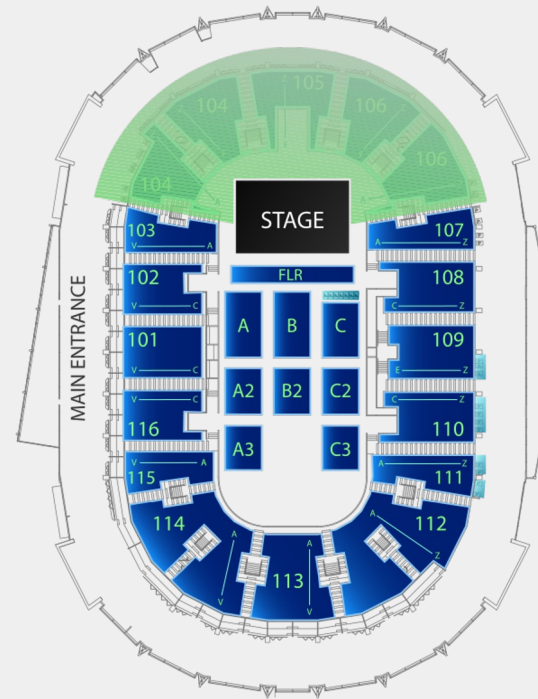
SEATING MAPS



Quarter Concert Setup



Half Concert Setup



Full Concert Setup

Let's talk about bringing your next event to Save-On-Foods Memorial Centre

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