



Kinsmen Club of Calgary & Triwood Community Association

Partnership Vision Proposal

Building Community Together!



Kin Canada
Kinsmen Club
of Calgary



A Partnership Already Making a Difference

Together, Triwood & Kinsmen have:

- Enhanced community gathering spaces
- Improved kitchen facilities
- Installed outdoor amenities
- Upgraded event spaces
- Purchased a new Olympia!

Kinsmen Club of Calgary members have become an integral part of the Triwood community through meetings, events, volunteer activities and ongoing engagement.





Why Triwood?

At Triwood, community is something you can feel. It's something we build every day.

We have deep roots in Calgary, serving NW communities and beyond since 1961. In fact, we were one of the first 10 community associations established in Calgary!

Triwood welcomes more than 160,000 visitors each year. Our spaces host everything from hockey games and painting classes to community dinners, baseball tournaments, trivia nights and seasonal celebrations.

Each year we connect with:

- 2,500+ member households
- Thousands of program participants & arena users
- Families, seniors, youth & young professionals
- Community event attendees
- Volunteers and community leaders

Triwood provides Kinsmen with direct connection to engaged community members across multiple generations.

Why This Partnership Works

- **Kinsmen and Triwood share many of the same goals.**
 - ✓ Community impact
 - ✓ Volunteerism
 - ✓ Building connections
 - ✓ Supporting families and seniors
 - ✓ Creating welcoming spaces
 - ✓ Investing in long-term community benefit



Partnership Opportunities

- **Community Home Base**

Preferred location for Kinsmen meetings, events and activities.

- **Volunteer Recruitment & Engagement**

Connecting with community minded residents through Triwood events and programs.

- **Visibility & Recognition**

Facility recognition, communications recognition, community storytelling.

- **Legacy & Capital Projects**

Naming opportunities, future facility enhancements, and long-term community investment. Support for transformational capital improvements and future growth.



Partnership Framework - Kinsmen



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What does a partnership look like for Kinsmen?

- Meeting space for regular Kinsmen meetings
 - Specific spaces may fluctuate depending on prior bookings, schedules, and events
- Volunteer recruitment and engagement with Triwood members, community groups, and facility users.
- Access to food and beverage services through JT's Clubhouse and catering services
 - Suggested minimum \$25 per meal + 18% gratuity, rotating menu with input from Triwood and Kinsmen. Opportunity to increase per meal cost (e.g. \$30 per meal) to provide menu wider selection
- One complimentary annual facility rental for fundraising or event
 - On site catering, bar services, equipment and furnishings additional cost
- Opportunities to participate and collaborate in Triwood/Kinsmen community events and initiatives
 - Summer BBQs, seasonal markets, arena sporting events, community build projects, music festivals, fundraisers, etc.
- Recognition throughout Triwood facilities and communications, such as Kinsmen display case in JT's Clubhouse, Kinsmen branded canopy over JT's Clubhouse patio, plaques, signage, room sponsorship, etc.
- Naming and legacy opportunities tied to major capital investments
- Dedicated storage space as agreed upon
- Offsite Triwood equipment usage as required and available (e.g. chairs for Stampede)

Partnership Framework - Triwood



What does a partnership look like for Triwood?

- Funding to support Triwood programs and services
 - Annual Kinsmen Major Grant
 - Annual endowment funding tied to Kinsmen facility usage, storage, signage and marketing/communications (proposed \$150,000 over 3-year term)
 - Future major capital project support/investment, pending Triwood readiness (e.g. twinning arena to double ice surfaces)
 - Weekly food and beverage sales
- Kinsmen volunteer support as needed for events, fundraisers (casinos/bingos), etc.
- Community and elected representative perception of collaborative partnership development (e.g. MP, MLA, Councillor)
- Opportunities for community resident engagement through Kinsmen events and membership participation

Let's Build the Next Chapter Together

Kinsmen Calgary has already helped shape Triwood's story.

We're excited to explore and help in shaping Kinsmen's next chapter and what the future can look like together!