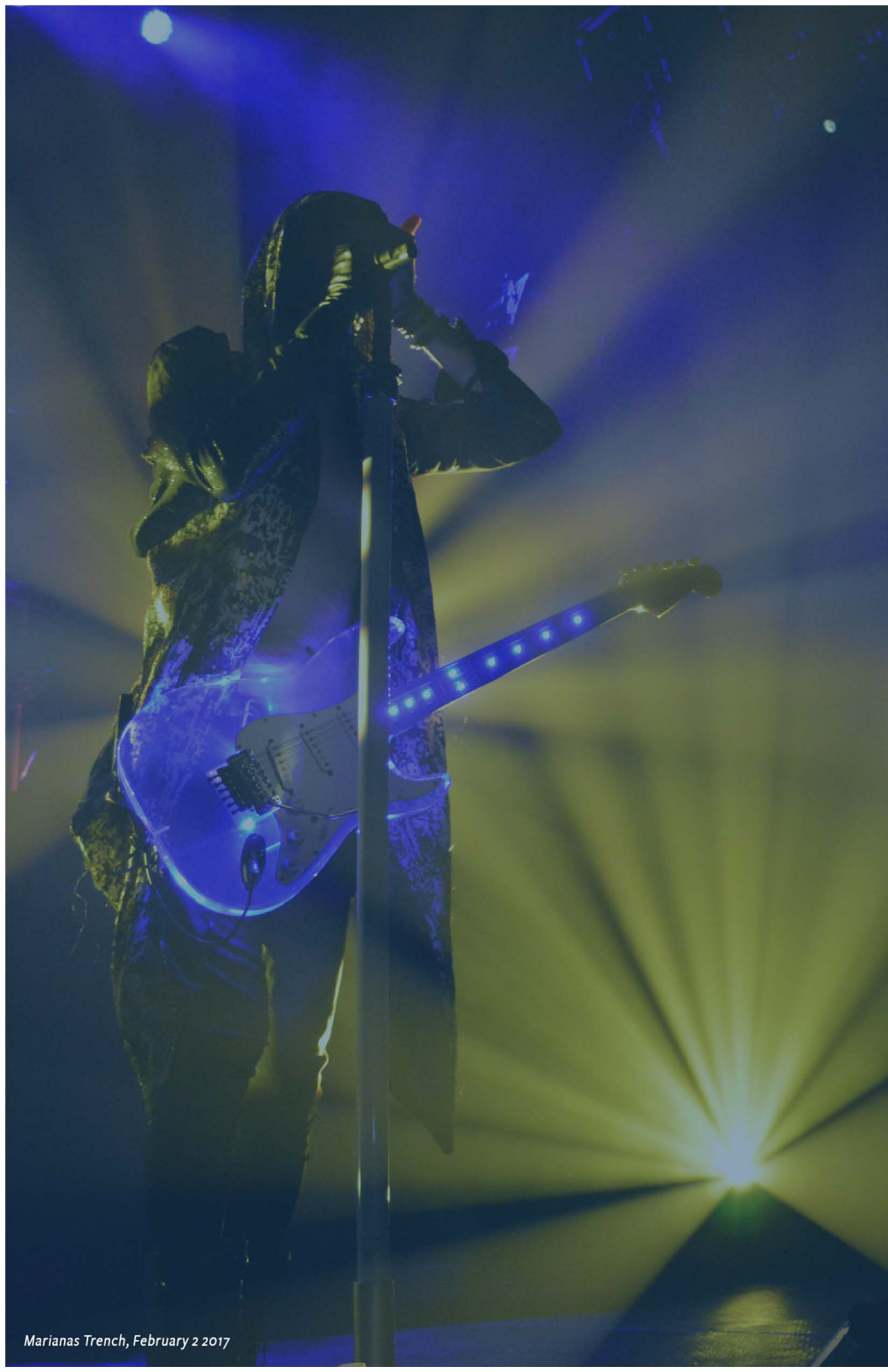


# PROMOTER GUIDE

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# Address & Contact Information

## Contacting the Keystone Centre

CEO & General Manager    Jeff Schumacher  
204.726.3506  
[jeff@keystonecentre.com](mailto:jeff@keystonecentre.com)

Director of Events    Adam Cudal  
204.726.3523  
[adam@keystonecentre.com](mailto:adam@keystonecentre.com)

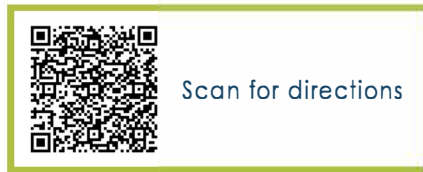
VP of Sales and Asst. GM    Connie Lawrence  
204.729.3752  
[connie@keystonecentre.com](mailto:connie@keystonecentre.com)

Director of Operations    Steven Gabriel  
204.726.3505  
[steven@keystonecentre.com](mailto:steven@keystonecentre.com)

Director of Ticketing    Jared McKenzie  
204.726.3534  
[jared@keystonecentre.com](mailto:jared@keystonecentre.com)

## Mailing & Physical Address

Keystone Centre  
#1-1175 18th Street  
Brandon, MB, R7A 7C5



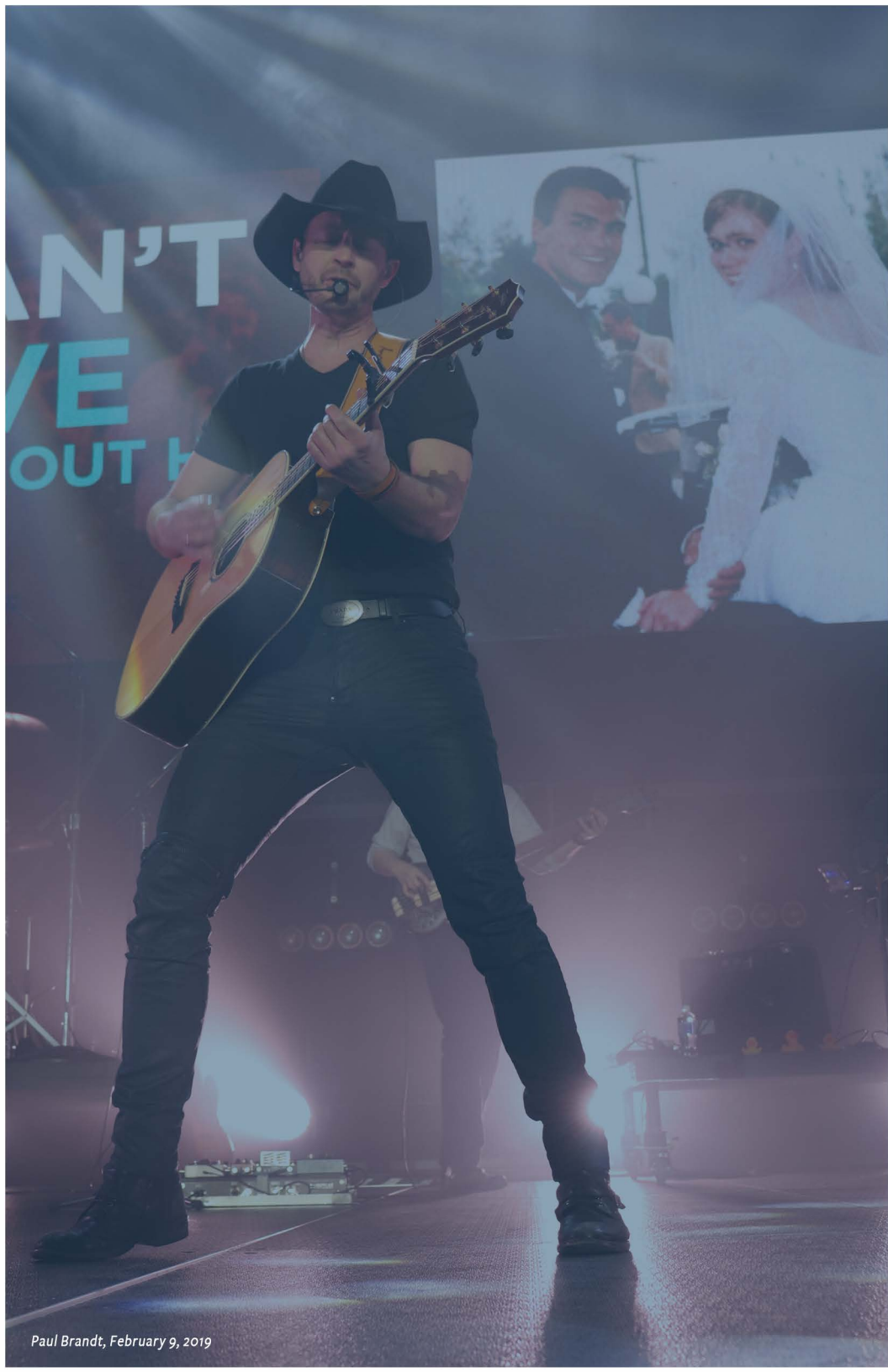
204.726.3500



204.726.3555 or  
1.877.610.6015 (toll free)



[www.keystonecentre.com](http://www.keystonecentre.com)



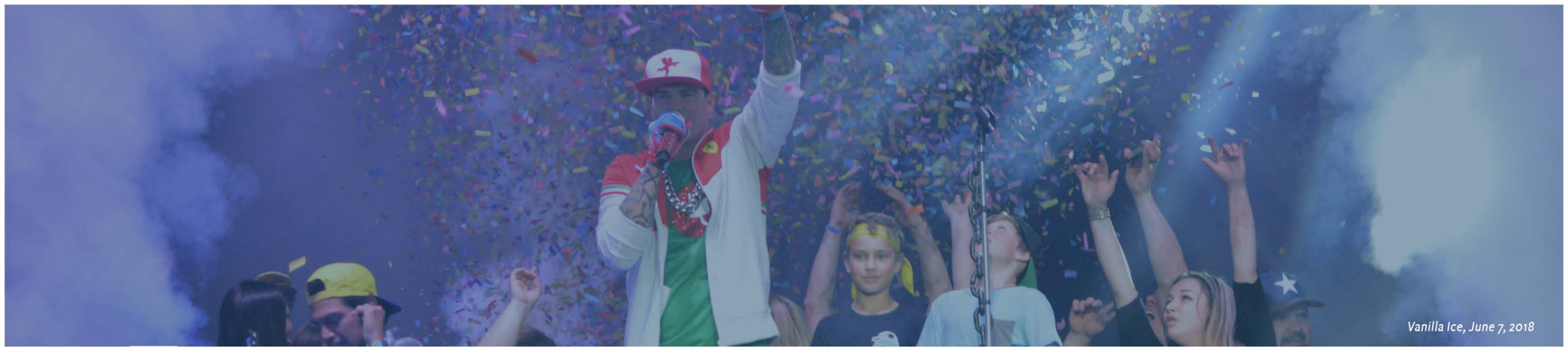
Paul Brandt, February 9, 2019

# Facility History

The Keystone Centre is located on Treaty 2 territory, traditional shared land between the Dakota, Ojibway, and Métis peoples. We at the Keystone Centre acknowledge and respect the history, land, & the people of the area we reside.

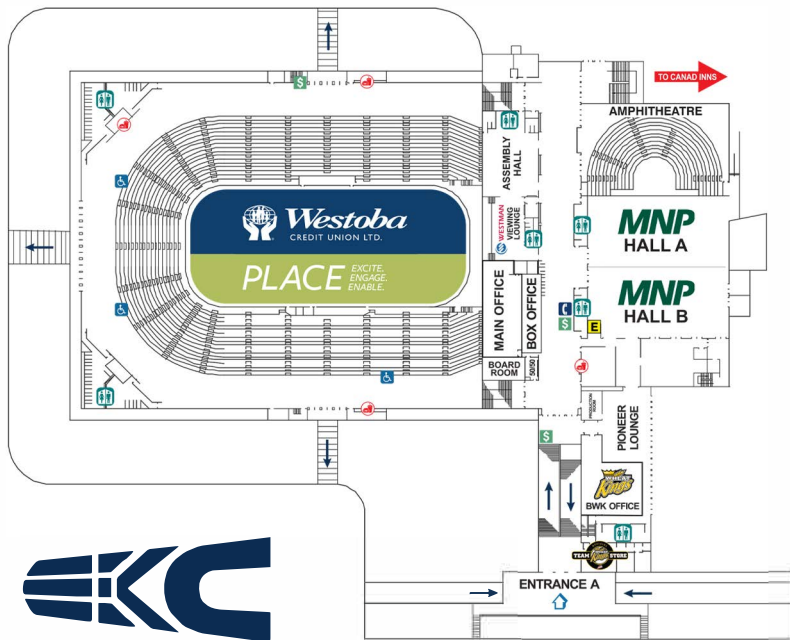
The original Keystone Centre opened its doors in 1972, the product of a joint venture between the City of Brandon, the Government of Manitoba, the Provincial Exhibition of Manitoba (the Fair) and private donors. The Keystone Agricultural and Recreation Centre Inc. is a freestanding non-profit corporation that owns and operates the 90 acres of property and all of the buildings known as the Keystone Centre. Today the Keystone Centre sits in Brandon's busiest commercial district, offers 540,000 square feet of multi-use rooms under one roof and boasts over 1,500 event days annually. With a capacity of 5,000 for concerts, 6,000 for meetings, 5,400 for sporting events, and 2,800 for banquets, the Keystone Centre is truly a versatile and multi-functional venue, capable of hosting world class events.

The Keystone Centre is home to the WHL's Brandon Wheat Kings, the Brandon Curling Club, the Royal Manitoba Winter Fair, Summer Fair, Manitoba Ag Days, Dakota Nations Winter Fest, trade shows, meetings, conventions, concerts, equestrian, agricultural events and recreational activities including hockey, skating, curling, tournaments and public walking. The outside grounds are perfect for outdoor festivals and include an outdoor show ring, campgrounds, parking for up to 2,000 cars, tree lined park areas, and a brand new clear top reception venue called Clara, with a capacity of 300. The attached 159 room Canad Inns hotel connects with two inside entrances and is convenient for conventions or other events seeking accommodations for visitors from out of town.



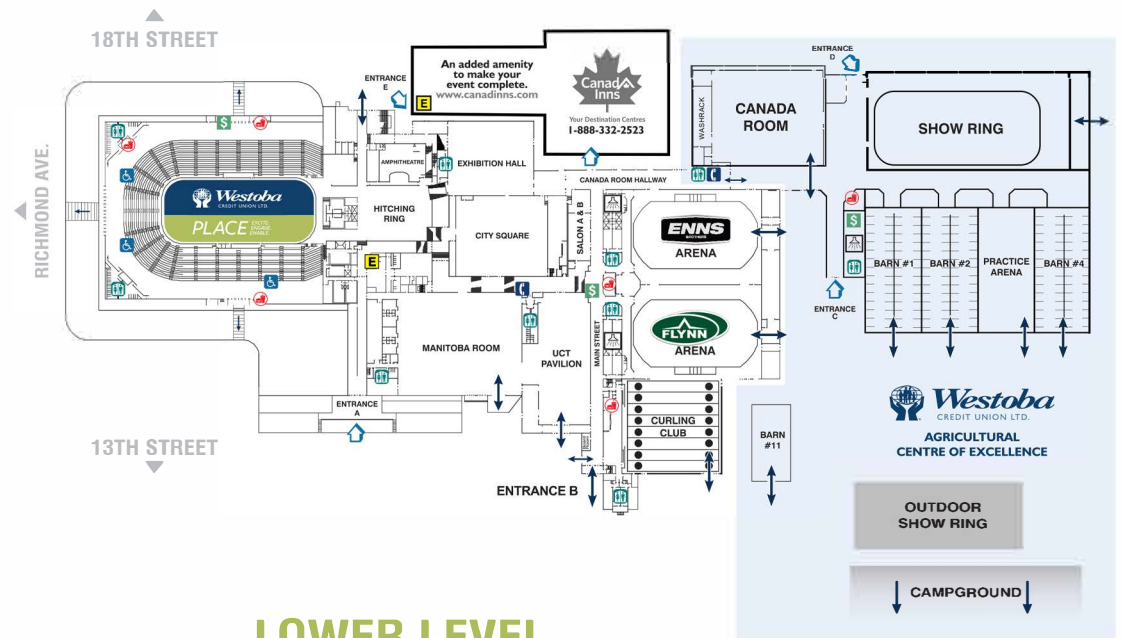
Vanilla Ice, June 7, 2018

# Facility Layout Map



KEYSTONE CENTRE

UPPER LEVEL



LOWER LEVEL



- WASHROOMS
- ATM
- PHONE
- WHEELCHAIR ACCESS

- LOADING
- PUBLIC ENTRANCE
- FOOD CONCESSIONS
- ELEVATOR

# Load In, Parking & Directions

## Loading Door

Located on the west side of the Keystone Centre, approximately a 170' push from the loading door to the arena from Door #16. No loading dock. (Refer to Maps)

## Parking and Delivery Access

Access to the loading door and parking needs to be arranged with the Event Manager. Tour parking can be fenced, and locked in Lot 9.

## Directions:

### FROM WINNIPEG, MB: (Approx. 2hr drive time)

Head west to Trans-Canada Hwy/MB-1W, Turn left onto MB-110 S, Turn right onto Richmond Ave E, Turn right onto Manitoba 10N (18th Street). Keystone Centre will be on your right.

### FROM REGINA, SK: (Approx. 3.5hr drive time)

Head east to Trans-Canada Hwy/SK -1 E, to Trans-Canada/MB-1AE, turn right onto 18th Street / MB 10N, Keystone Centre will be on your left.

### FROM MINNEAPOLIS, MN: (Approx. 9hr drive time)

Follow 1-94 W, take exit 349B to merge onto I-29N/US-81 N towards Grand Forks. Continue straight on MB-75N, keep left to continue on Lord Selkirk Hwy/MB-75N, turn left onto Boyne Ave W/MB-23W, turn right onto Provincial Trunk Hwy 34N (signs for Manitoba34/Holland), turn left onto MB-2 W (signs for Souris), turn right onto MB-10N/MB-2W (signs for Brandon). The Keystone Centre will be on your right.

### FROM MINOT, ND: (Approx. 3hr drive time)

Head north on US-83N, Turn right onto ND-5 E / US-83 N, continue straight on ND-5 E, turn left onto ND-14N, continue on Provincial Trunk Hwy 21N, turn right onto MB-23E (signs for Elgin), turn left onto MB-10N (signs for Brandon). The Keystone Centre will be on your right.



# General Building Information

## Staging

We have a limited amount of 4' x 8' decks for use by production. Adjustable from 4' to 6'. Please contact Event Manager for questions, inventory and stage sizing. Skirting available to meet all event needs.

## Stage Steps

The Keystone Centre has (3) 4' wide stage steps for use. These stairs can be configured accommodate the height of the stage. Stairs do have their own lighting.

## Backline Equipment

The Keystone Centre can coordinate rental of backline for your event if needed.

## Arena Floor

200' x 85'. Black Ice-Deck to cover entire Ice Surface.

## Equipment

2 – In house Forklifts  
1 – In House 30FT Scissor Lift

## Pipe and Drape

Limited Pipe and Drape available in-house

## Staging

(81) 8'x4' Black Stage Decks  
(15) Black Stage Frames (adjustable from 4' to 6')  
(7) Black Stage Frames (adjustable from 1.5' to 2')  
(25) 4' x 8' Blue Risers (16" to 2')  
80ft Crowd Barricade

## Backdrop

In house Backdrop, truss, motors and wings that reach the arena concourse.

## Internet and Phones

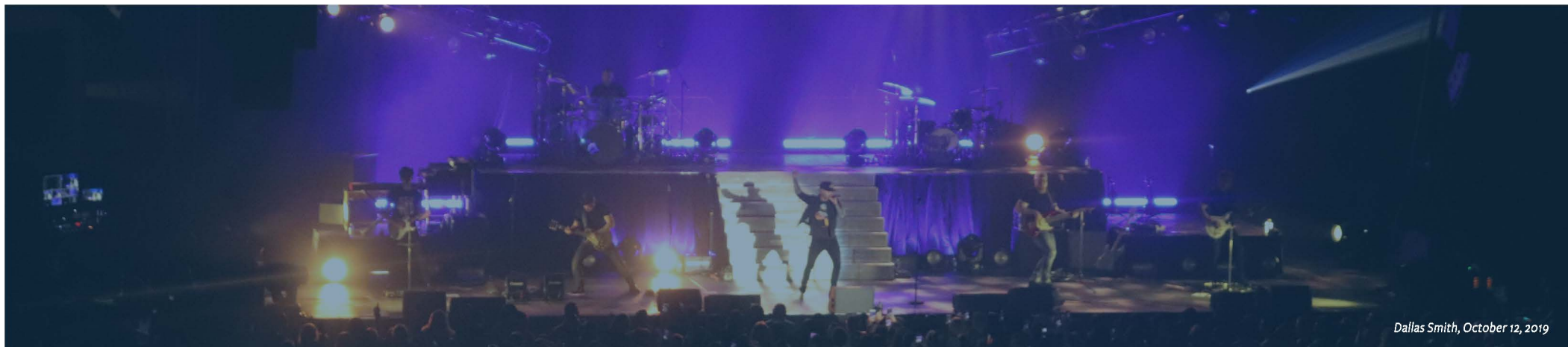
The Keystone Centre has WIFI internet in all dressing rooms and production office areas. If hard wired internet and phone lines are require these must have a 7 day advance notice to in order to avoid late fees.

## Laundry

The Keystone Centre has a full service laundry room with 1 washer and 1 dryer (non-commercial). Use of washers and dryers is complimentary. Laundry is not used by the facility for washing any cleaning equipment.



Tim Hortons Brier, March 4, 2019



Dallas Smith, October 12, 2019

# Power, Rigging, Lighting & Sound

## Show Power Cam Locs

Show tails to be wired directly into panel by licensed electrician. The facility does not have any cam locs.

## Lighting Power

- Stage Left - No Power
- Stage Right - (1) 600 amp; 3 phase. Roughly 100' from the stage  
(2) 400 amp; 3 phase. Roughly 100' from the stage  
(1) 200 amp; 3 Phase. Roughly 50' from the stage

## Additional Power

- Loading Door #16 (Outside)
  - (1) 200 amp panel for bus power with these plugs, they can be set to accommodate the needs of shore power hook up.

## Building

- Height to Low Steel - 30' from floor
- Height to Ceiling - 51' from floor
- For Summer and Winter Rigging Loads please contact Event Manager.

All rigging plans including the weight of each point must be submitted to and approved by management prior to load-in. We are a bucket rig arena.

\*Bucket Lifts to be rented to reach high steel.

## Lighting

The house light controls are located on ice level outside of Dressing Room #1 in Westoba Place. Event lights consist of 400Watt LED TV Spots. Maximum lighting in Westoba Place is 120 vertical foot candles.

## Spotlights

4 Lycian long throw

## Gels

We have a limited amount of spotlight gels for use. Additional sheets can be purchased for your event.

## Sound Control

House sound control room is located at Press Level in the North Press Box above Section 6.

## House Sound System

The house sound system provides a full range of high power sound to all seats in the arena suitable for sporting events only. The system is made up of custom, full range speakers strategically placed around the bowl of the arena. There is a 1/8" jack for audio, 30 channel mixer, wireless microphone, wired microphone, and a clear comm system to the video production room. The production room is located on the main lobby.



# Video, Stage Crew, & Equipment

## Center Hung Scoreboard

(4) – Sided NEVCO LED Video Screens hung in the center of the arena with a full color LED video ring.



## Stage Crew

The Keystone Centre is a non-union building and able to subcontract Stage Hand crews.

## Work Assignments

The Keystone Centre partnered with NASCO Staffing Solutions (non-exclusive). They provide the facility with Head Rigger and Riggers, Head Carpentry, Head Audio, Head Lighting and Video Department Heads.

## Furniture and Equipment

### Tables

- (300) Folding 8' Tables
- (24) Folding 4' Tables
- (149) 6' Round Tables
- (28) 4' Round Tables
- (6) High Top Cocktail Tables

### Chairs

- (1,600) Black Plastic
- (872) Red Padded

\*Other furniture may be available on request





Duane Steele, March 12, 2020

# Dressing Rooms

## Dressing Rooms

5 Dressing Rooms located at Arena Ice Level BOH behind the stage.  
 Each Dressing room has a private bathroom, sink, mirror and shower.  
 Power limitations vary per room.

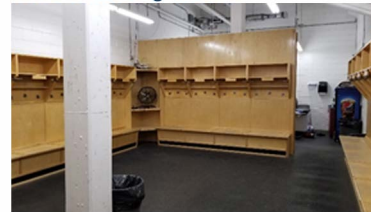
## Dressing Room Size

WHL Visitors Dressing Room	24' x 19' (may not always be available)
Dressing Room #1	24' x 19'
Dressing Room #2	24' x 19'
Dressing Room #3	29' x 18'
Dressing Room #4	29' x 15'
Referee Room	9' x 12'

## Additional Rooms

Catering, production office can be set up in rooms close to arena  
 dependant on availability during the event.

WHL Dressing Room



Dressing Room #1



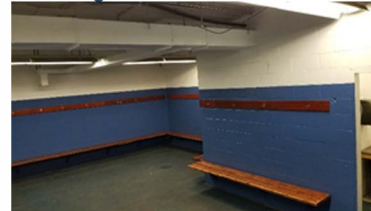
Dressing Room #2



Dressing Room #3



Dressing Room #4



Referee Dressing Room



# Guest Services, & Capacity

## Guest Services Team

Westoba Place Arena provides complete guest services staffing for all events. These team members include, ushers, ticket takers, box office staff, security personnel, housekeeping, and public first aid.

## Box Office

The Keystone Centre Box Office is powered by Ticketmaster.

Westoba Place Box office is located on the main lobby. The Box Office is open Wednesday to Friday from 11am - 5pm, and opens on Event Days at 11am.

The Box Office accepts cash, debit, and all major credit cards.

## Merchandise

The Keystone Centre provides the operations and sale of event merchandise at the arena. A written agreement between Keystone Centre and lessee will be executed for the sharing of merchandising revenue.

## Catering

Sodexo Live! is the Keystone Centre's exclusive in house Food and Beverage supplier. For menus or further information, contact the Event Manager.

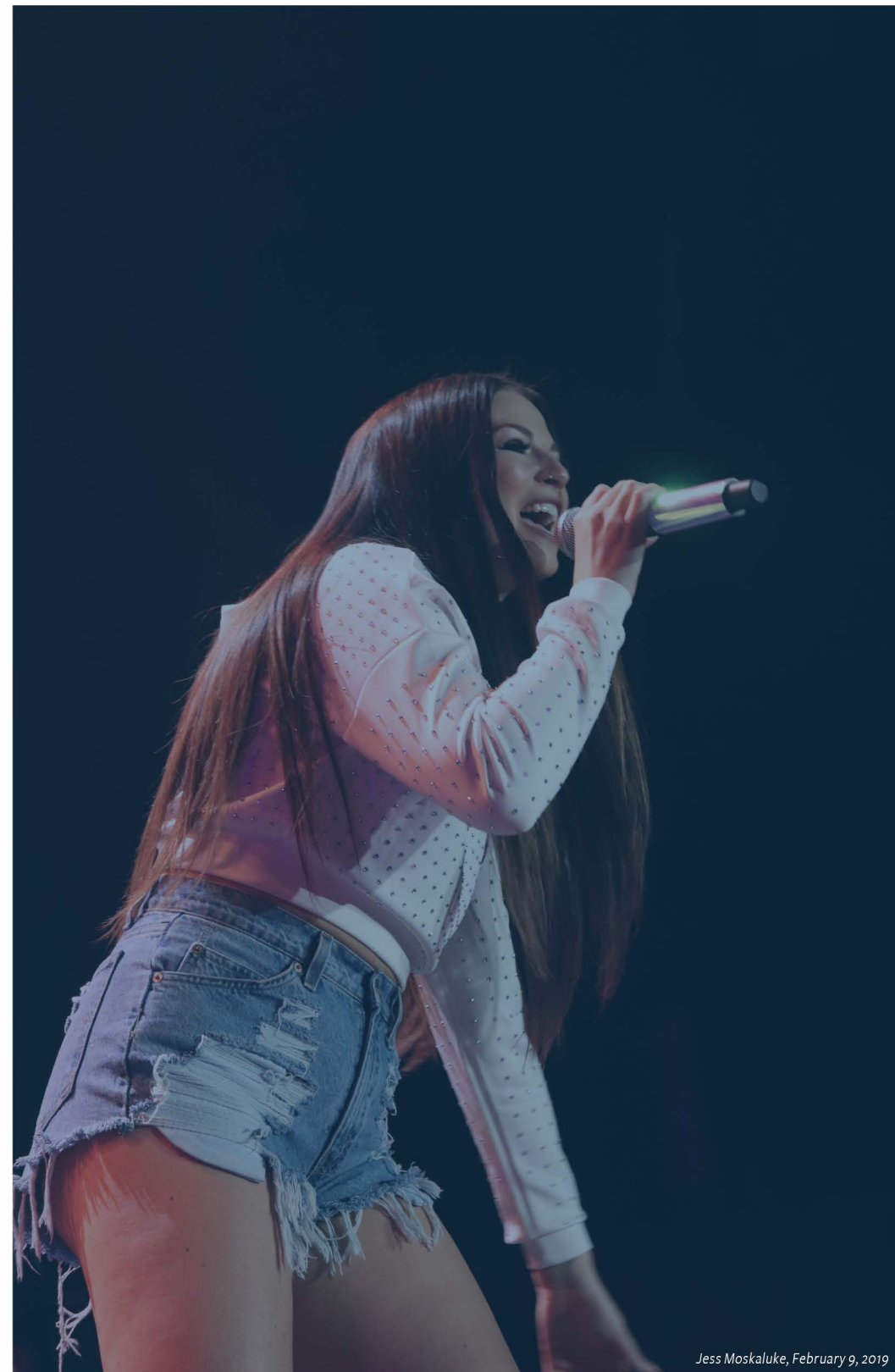
## Seating Capacity

5,102 Fixed Seats

7 Private Suites - 20 per Suite

(Due to Event Set-up and sightlines with your event, all may not be able to be used)

Standing Room	300
Hockey	5,531
Rodeo	5,542
Full Bowl Concert	5,915
1/2 Bowl Concert	3,250
3/4 Bowl Concert	4,633
Theatre	2,493
Figure Skating	5,327



# Fire & Life Safety

## Permits and Certification

Permits and certifications are required by the City of Brandon for specific materials and/or effects. All permit fees are the responsibility of the licensee.

## Pyrotechnics

A pyro-technician must have a theatrical or special effects first class (FOC) Fireworks Operator Certificate to discharge pyrotechnics. The permit fee will be determined per event and permit must be issued at least 2 weeks prior to the event. A demonstration may be required as per Brandon Fire Department.

## Tents / Canopies

Any enclosures must be pre-approved by the Brandon Fire Department.

## Open Flame Devices

Open flames are not allowed in the City of Brandon, unless approved by the Brandon Fire Department.

## Lasers

A permit is required for all Class III or IV lasers, and laser variances.

## Animal Control

Events with animals will be required to pull appropriate permits from the Brandon Animal Control Department.

## Stand-By-Inspector

A Fire Inspection may be required for all public events. Additional inspection may be required if deemed necessary by the Keystone Centre. Cost of inspectors will be the cost of the licensee.

## Fire Marshall Approval

All events that will be placing objects or people in egress areas (i.e. lobby, displays, camera operators in theatre aisles, stage thrusts) may need to get approval from the Brandon City Fire Department of Fire Safety before the event can take place.

## Emergency Equipment

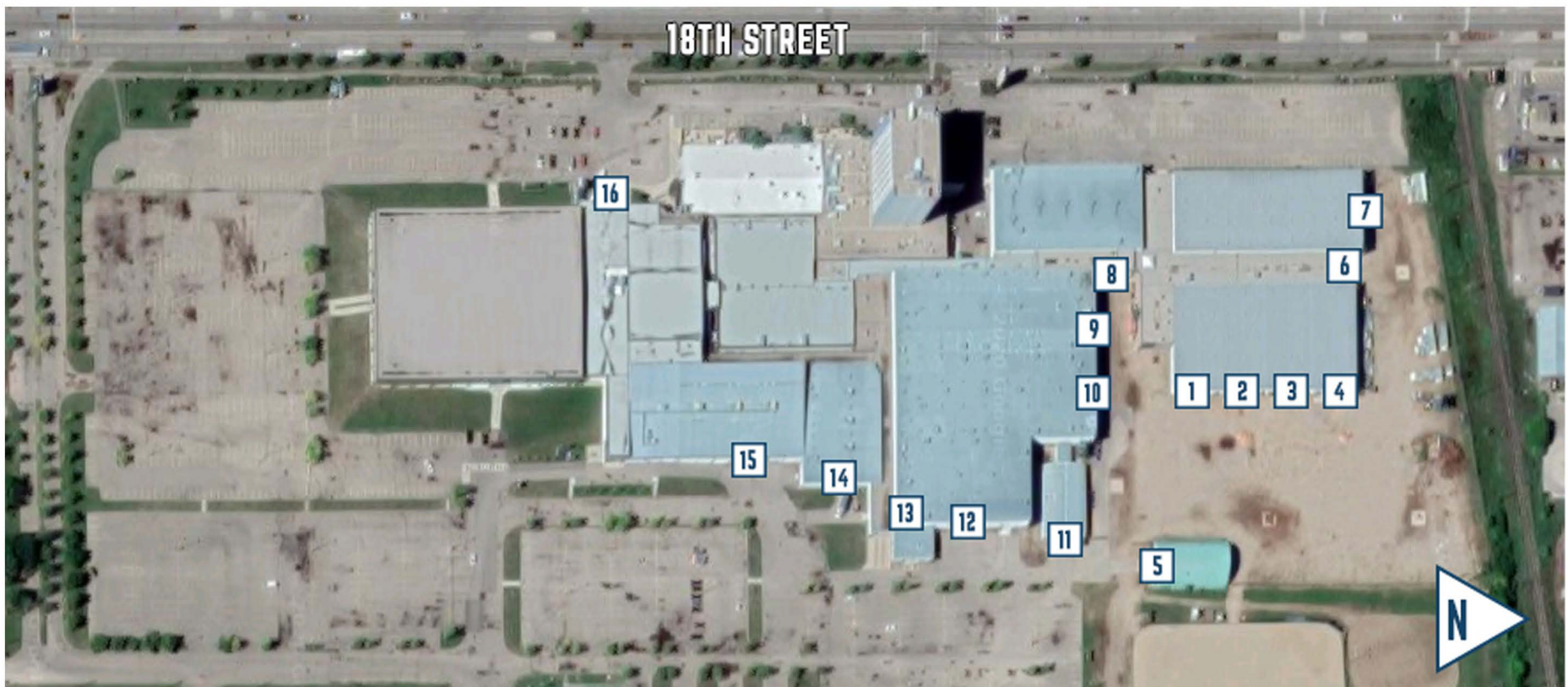
Fire sprinklers, smoke sensors, and fire extinguishers are located throughout the center and office areas. An emergency generator will provide backup house emergency sound and light power in case of a power loss.





The Price is Right Live, March 3, 2020

# Overhead Loading Door Locations





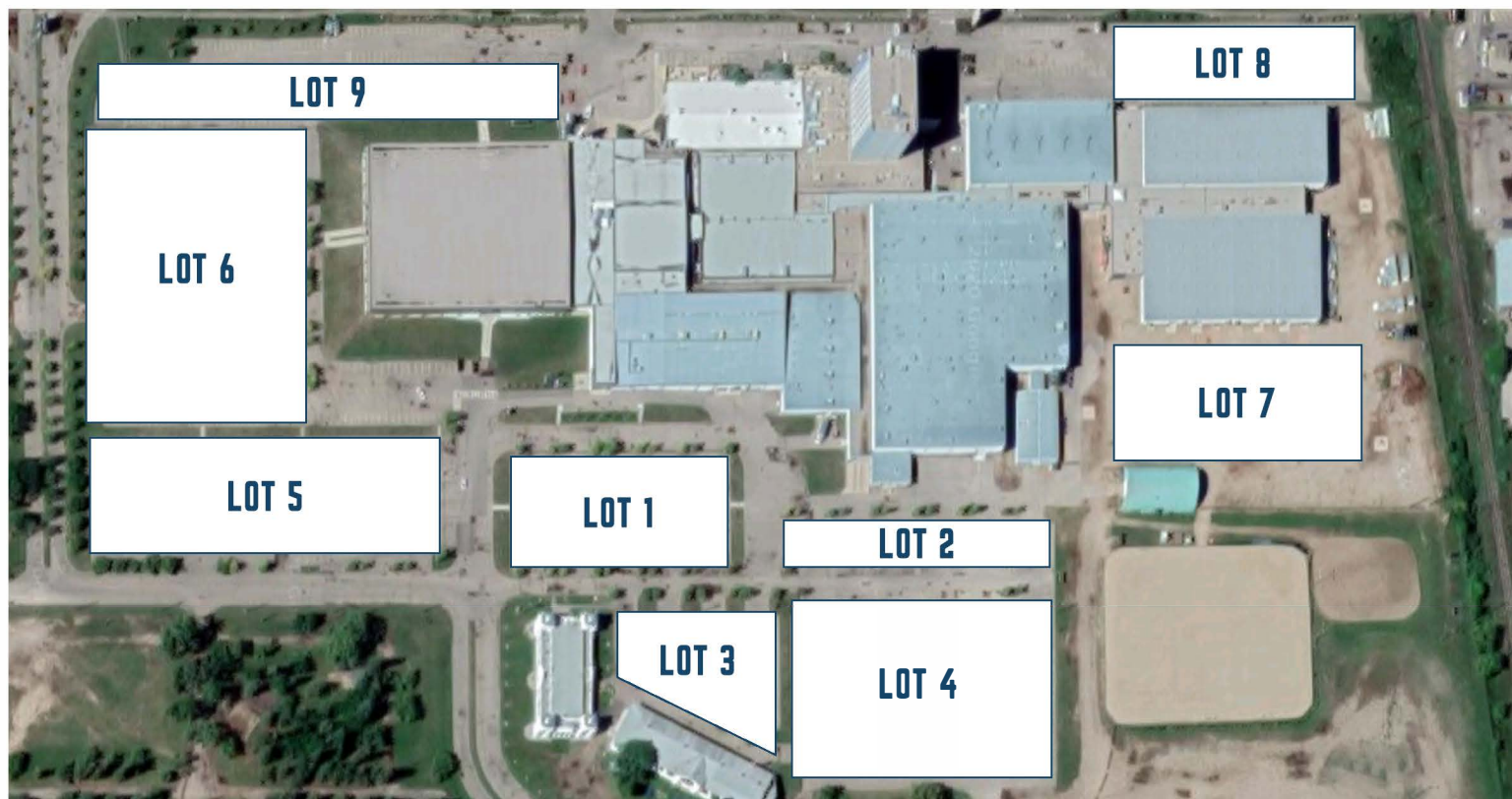
# Load-In Directions

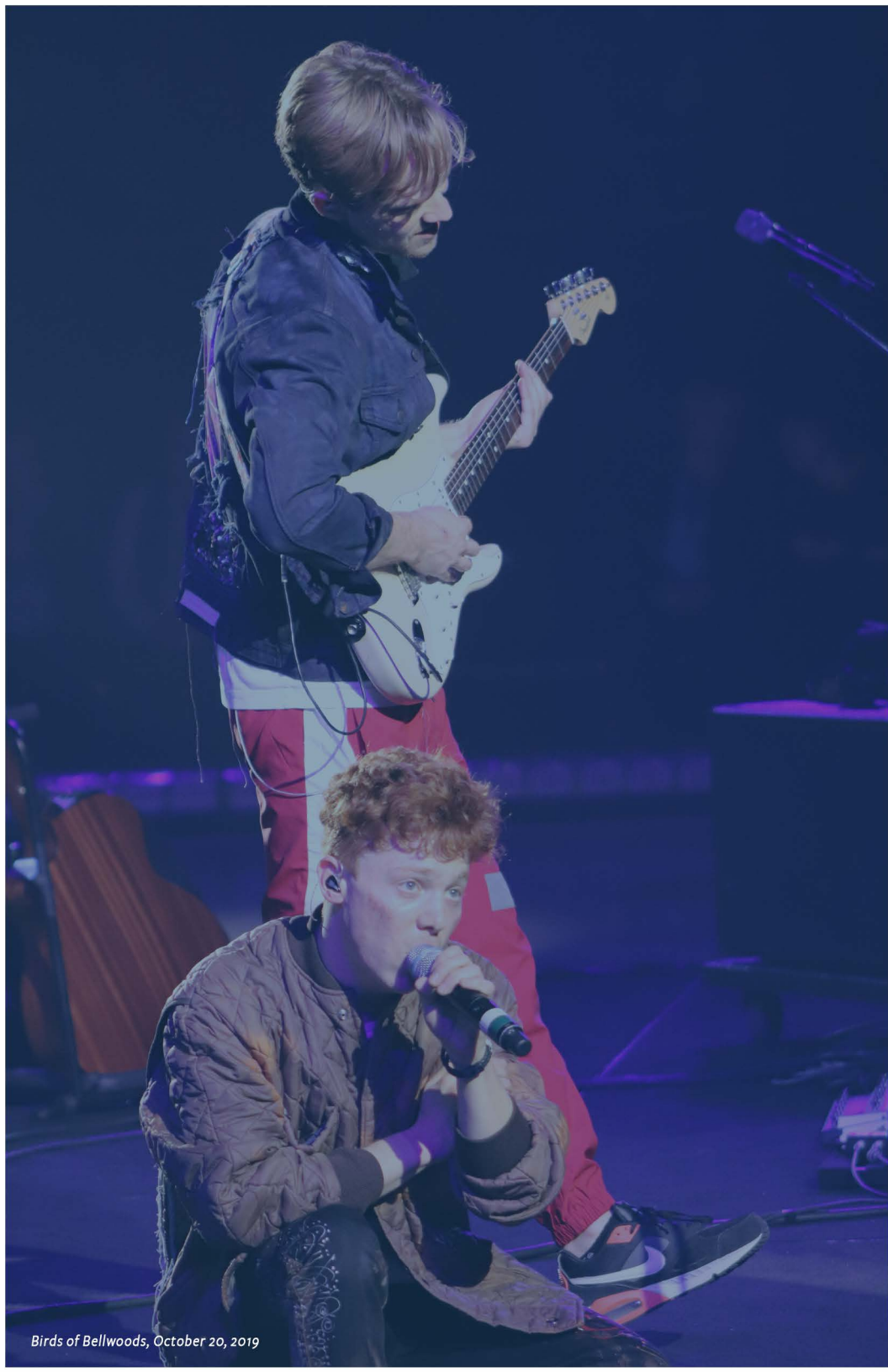




Fight for the Troops, November 9, 2019

# Parking Lot Locations

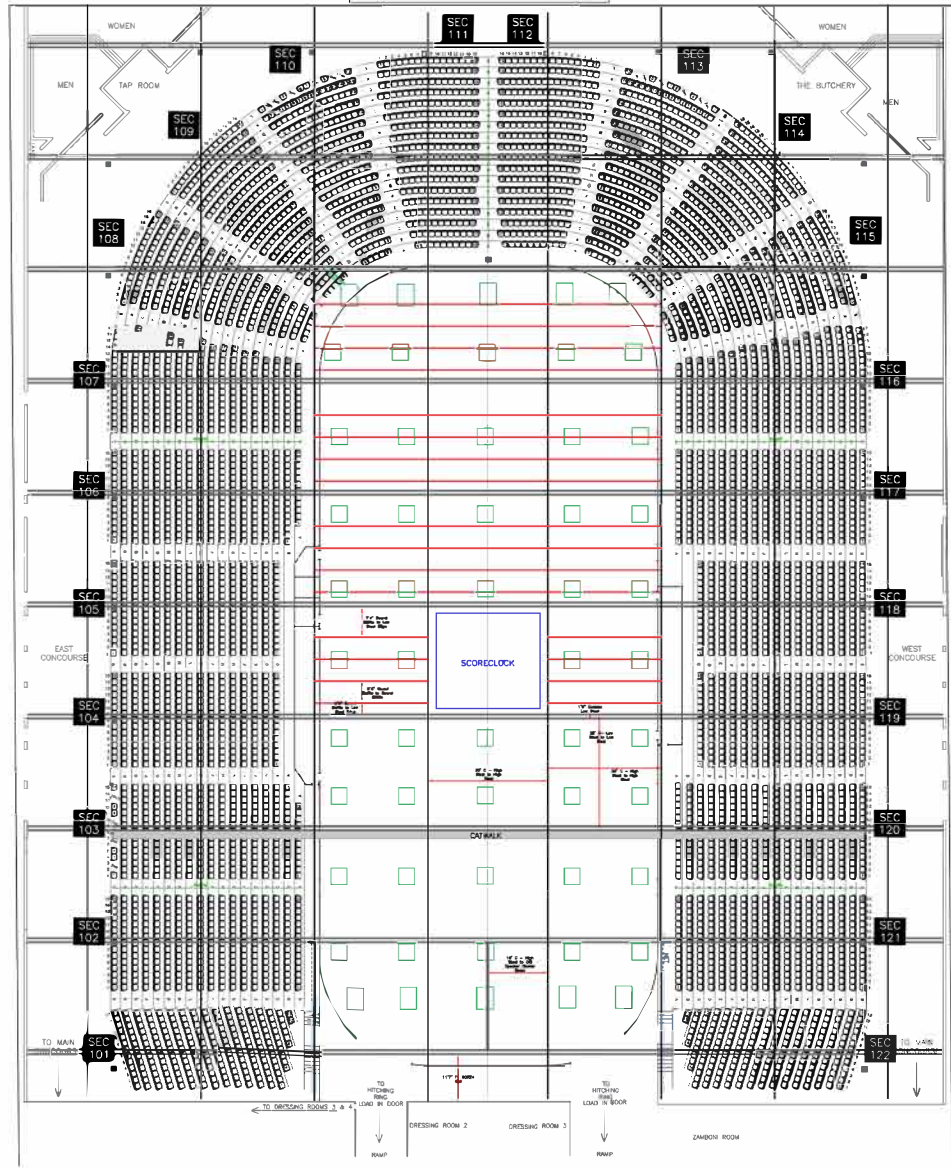




Birds of Bellwoods, October 20, 2019

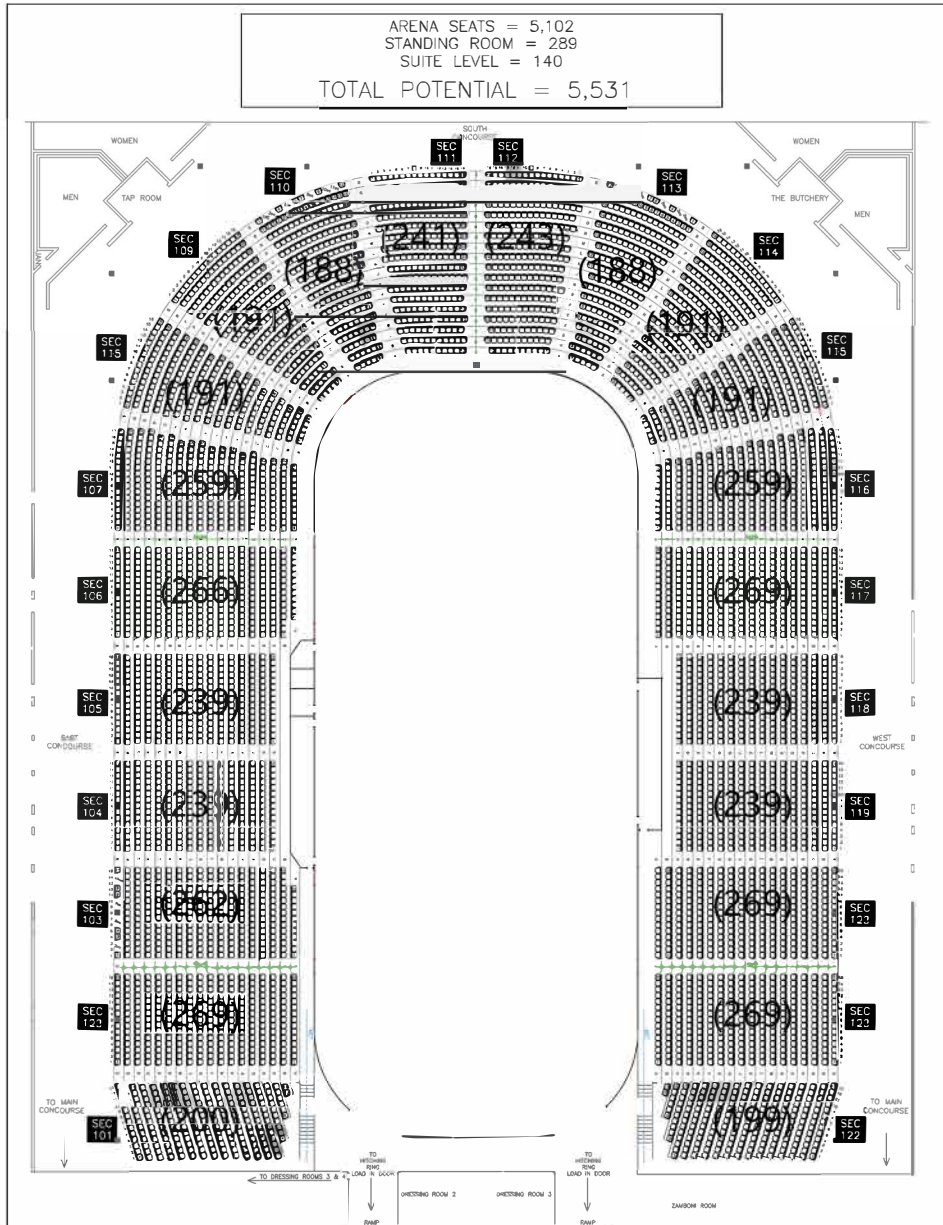
# Arena Steel

- HIGH STEEL (50FT)
- LOW STEEL (30FT)
- FLUORESCENT LIGHTS (30FT)
- SOUND BAFFLES





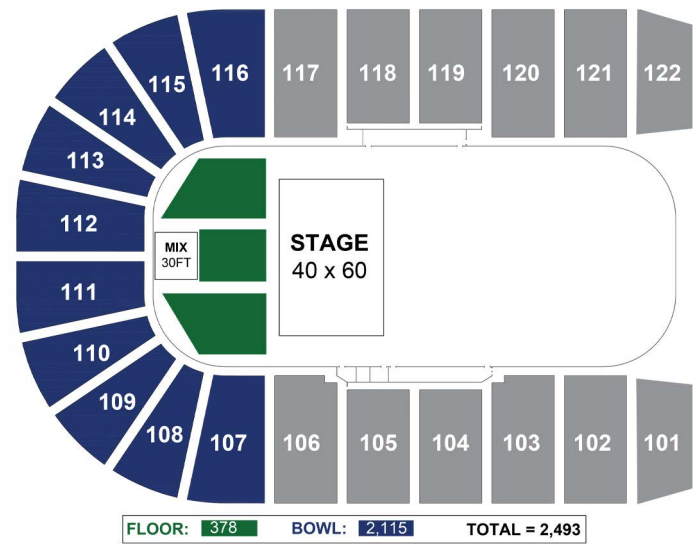
# Westoba Place Map



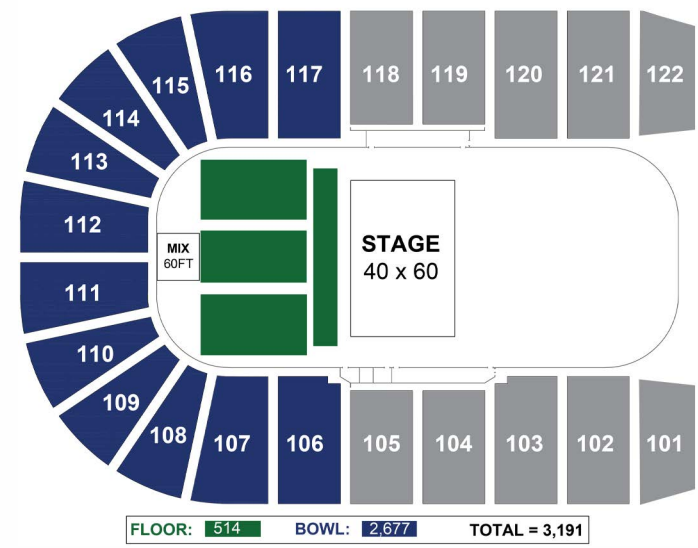


The Roadhammers, December 3, 2014

# Theatre



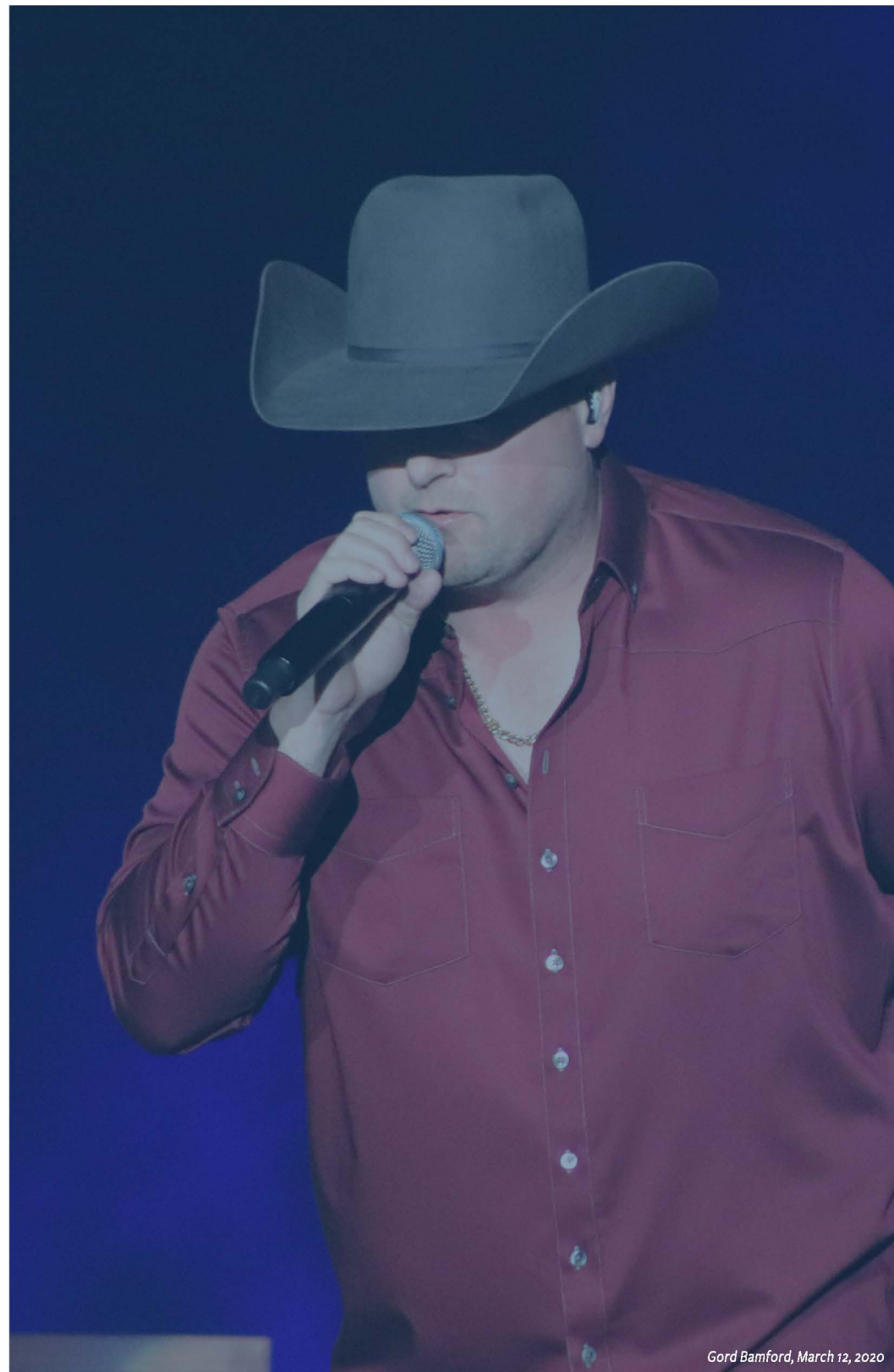
# 1/2 Bowl



# 3/4 Bowl



# Full Bowl



Gord Bamford, March 12, 2020