

CASE STUDY

The Evolution of SNP Event Centre

From Local Rink to a Premier Multi-Purpose Powerhouse

The Story

Skate and Play had long been a beloved community rink but like many large-format venues, it struggled to monetize **off-peak hours and seasonal slowdowns**. Massive square footage was sitting idle for large portions of the week.

PRIVV was brought in to unlock that hidden value.

Rather than replacing the brand, we **evolved the business model**, launching a powerful new identity alongside the original:

SNP Event Centre a premium, flexible venue designed for corporate, cultural, and large-scale private events.

The Strategy: Asset Optimization

We treated the building like a high-potential asset, not just a skating rink.

By introducing a **Venue Solutions Model**, PRIVV transformed a single-use facility into a **365-day revenue engine**.

1. Dual-Brand Repositioning

- **Skate and Play** remained the heart of the community.
- **SNP Event Centre** was launched to attract **corporate, entertainment, and high-end private clients**.

This allowed the venue to serve two markets without diluting either.

2. Proof of Scale

We demonstrated the facility's versatility by hosting:

- Elegant **300-guest formal galas**
- High-energy themed events for **1,000+ guests**
- Corporate buyouts, private celebrations, and brand activations

The space was no longer a rink, it became a **flexible event destination**.

3. Calendar Monetization

PRIVV shifted the venue from **passive foot traffic** to **active booking strategy**:

- Mid-week corporate events
- Full-facility private buyouts
- Long-range programming pipelines

The result: consistent occupancy, predictable revenue, and fewer “quiet days.”

The Power of Partnerships

To scale impact and visibility, PRIVV connected SNP Event Centre into its strategic network:

Pro Sports Integration

We secured an official partnership with **Atlético Ottawa**, bringing professional sports programming, sponsorship activity, and a powerful new audience to the venue.

Media Dominance

Permanent partnerships with **local FM radio stations** ensured SNP remained in constant rotation across Ottawa's media ecosystem.

Community & B2B Growth

Custom packages were developed for:

- Schools
- Local organizations
- Corporate teams

This positioned SNP as **Ottawa's central hub** for recreation, business, and entertainment.

The Result

Today, SNP Event Centre is a **thriving, multi-purpose destination**.

From family skating sessions to professional soccer events to 1,000-person nightlife experiences, the facility now operates at full commercial potential year-round.

PRIVV didn't just rebrand a rink.

We turned a **seasonal asset into a permanent landmark**.