

Aquacise Sponsorship Package

Introduction

The City of Greater Sudbury is excited to present a unique opportunity for local businesses and organizations to sponsor our Aquacise Program, a year-round, low-impact fitness initiative that promotes health and wellness for people of all ages. With over 19,200 visits and more than 1,500 sessions in 2023 alone, the Aquacise Program is a well-loved community resource, taking place at all five municipal pools. Sponsoring this popular program will not only help promote fitness and well-being but also provide your brand with excellent visibility and engagement opportunities within the community.



Sponsorship Opportunities

1. Program Title Sponsor
 - a. **Investment:**
 - i. Annual - \$7,500
 - ii. Monthly - \$2,000
 - iii. Weekly - \$750
 - b. **Coverage:** Year-round programming at one or multiple municipal pools (One Calendar year from starting date)

As the exclusive Title Sponsor, your organization will enjoy premier recognition across all Aquacise program locations and promotional materials, with opportunities to enhance specific events and activities.

Benefits:

- Exclusive title sponsorship recognition on all Aquacise-related signage, print, and digital communications.
- High-profile brand visibility in pre- and post-program promotions, including social media campaigns.
- Logo and acknowledgment on the City of Greater Sudbury's website (Aquatics Program page) for the entire year as well as community partners page (under construction).

- Opportunity to engage with participants through promotional activities on select days (e.g., post-workout celebrations, complimentary sessions).
- Acknowledgment by the Mayor and City Council members at program-related events.
- Ability to distribute branded items (e.g., swim towels, water bottles, coupons) to participants.
- Employee engagement opportunities, allowing your team to get involved in community wellness initiatives.

2. Program Enhancement Sponsor (Multiple Opportunities Available)

a. **Investment:** Customizable or In-Kind Contributions.

Help enhance specific elements of the Aquacise program by sponsoring training for instructors, providing new aquatic equipment, or creating special event days for participants.

Benefits:

- Logo placement on promotional materials related to your sponsored enhancement (e.g., training sessions, new equipment, or special event signage).
- Logo and acknowledgment on the City of Greater Sudbury's website (Aquatics Program page) for the year as well as community partners page (under construction).
- Mention on social media before and after program enhancement events.
- Opportunity to distribute branded gifts or materials to participants.
- Recognition at program-related events for your contribution to enhancing the program experience.

Additional Information

Program Reach:

With over 19,200 visits and more than 1,500 unique sessions in 2023, the Aquacise program offers significant exposure to an engaged community audience throughout the year.

Payment Terms:

Payment is due upon agreement of sponsorship.

Contact Information:

For sponsorship inquiries, please contact:

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City of Greater Sudbury

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Join Us in Supporting Community Wellness!

By sponsoring the Aquacise Program, your organization will not only promote health and fitness in Greater Sudbury but also gain valuable community recognition. Together, we can support the well-being of our citizens and create lasting positive impacts.