

Outdoor Rinks Sponsorship Package

City of Greater Sudbury Outdoor Rinks

Overview

The City of Greater Sudbury proudly offers two marquee outdoor rink facilities: **Ramsey Lake Skate Path** and **Queen's Athletic Oval**. These rinks, along with 54 neighborhood rinks, serve as vital community hubs for recreation, social interaction, and active living, all at no cost to the public. With operations dependent on weather conditions, these facilities rely on community support to maintain and enhance their offerings.



Sponsorship Objectives

- **Increase Brand Visibility:** Promote your brand through high-visibility signage and promotional materials.
- **Foster Community Engagement:** Build connections with local residents through events and branded initiatives.
- **Support Infrastructure Improvements:** Provide essential funding for rink enhancements.
- **Showcase Corporate Social Responsibility:** Highlight your commitment to community well-being.

Sponsorship Opportunities

1. Rink/ Skate Path Sponsorship

- **Single Location:** \$2,500 per season.
- **Multiple Locations:** discount for multiple rinks.

2. Value-in-Kind Opportunities

- Contribute goods/services (e.g., hot chocolate, mitts) equivalent to cash sponsorship amounts. Custom packages available.

Sponsorship Duration

The public skating season typically runs from **September to March**, providing ample opportunity for brand visibility throughout the winter months.

Sponsorship Benefits

A. Brand Recognition

- **Signage:** Your logo prominently displayed at sponsored rinks, including banners at entrances and high-traffic areas.
- **Promotional Materials:** Inclusion of your logo on all related communications, including flyers and digital materials.

B. Community Recognition

- **Public Acknowledgment:** Recognition by the Mayor and members of Council during key events.
- **Social Media Exposure:** Mentions on the City of Greater Sudbury's platforms to promote your brand.

C. Event Activation

- **Sponsorship of Key Events:** Opportunity to sponsor specific events (e.g., Family Day, volunteer appreciation) with exclusive branding.
- **On-Site Engagement:** Host activation days with product sampling, games, and contests.

D. Employee Engagement

- **Volunteer Opportunities:** Involve employees in community events, fostering team spirit and engagement.
- **Team-Building Activities:** Opportunities to participate in rink maintenance and volunteer days.

Enhancement Opportunities

A. Infrastructure Improvements

- Funding from sponsorships will support improvements such as seating, rink boards, and field house upgrades.
- Acknowledge sponsors for specific enhancements funded through their support.

B. Volunteer Training and Recognition

- Sponsors can support or host annual volunteer training and appreciation events to strengthen the volunteer network.

Activation Opportunities

- **Family Day:** Organize a family-friendly event featuring games and activities with sponsor branding.
- **Weekend Events:** Themed skating days with sponsor booths for engagement and giveaways.

Marketing and Promotion Strategy

- **Digital Promotion:** Leverage social media, newsletters, and website features to promote sponsors and events.
- **Press Releases:** Announce sponsorships and events through local media for broader exposure.
- **Community Engagement:** Gather community feedback through surveys to foster a sense of ownership.

Payment Terms

Payment will be due upon agreement of sponsorship. This ensures timely processing and maximizes the benefits for both sponsors and the community.

Contact Information

For further inquiries or to secure your sponsorship, please contact:

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Partnering with the City of Greater Sudbury's outdoor rinks presents a unique opportunity for businesses to enhance their brand visibility while contributing to community well-being. Join us in making a positive impact in the City of Greater Sudbury by becoming a sponsor. We look forward to discussing opportunities tailored to your organization's goals.

Thank you for considering this opportunity to support our community!