

PD Day & Family Day Free Swims Sponsorship Package

Overview

Support accessible, fun, and healthy activities for families in the City of Greater Sudbury by sponsoring our PD Day and Family Day Free Swims. These events will provide free access to public swimming on school Professional Development days and on Family Day, thanks to partnerships with local businesses. Your sponsorship helps break down barriers, ensuring all families have the chance to participate in these enriching activities.



Events

- PD Days
- Family Day

Sponsorship Opportunities

- **Sponsor One or Multiple Pool Programs**

Align your brand with community well-being by sponsoring one or more free swim days at any of our pools.

- **Recognition Opportunities**
 - Brand recognition on all event communications, including social media campaigns, radio advertisements, and digital boards.
 - Optional activation space at pool locations, giving sponsors the chance to set up a booth to engage directly with participants and promote products or services.
- **Branded Item Distribution**

Have the opportunity to distribute branded items to participants, such as goggles, towels, or swim toys, furthering your brand visibility and enhancing the experience for families.

Sponsorship Levels

- **Sponsorships start at \$500**

(For example, \$500 covers sponsorship of one day at one pool.)

Custom sponsorship packages are available for businesses interested in supporting multiple days or locations.

Why Sponsor?

Your sponsorship shows a commitment to community health, inclusivity, and family fun. By partnering with the City of Greater Sudbury, you will:

- Enhance your company's visibility in the community.
- Connect with local families in a positive, interactive environment.
- Help reduce financial barriers for families to access recreational activities.

Additional Information

- **Payment Terms:** Payment will be due upon agreement of sponsorship.

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

Kyle Marcus

Partnerships & Outreach Coordinator

City of Greater Sudbury

(705) 675-4455 ext. 1413

Kyle.Marcus@greatersudbury.ca