

Playground Revitalization Sponsorship/Partnership Package

Overview

The City of Greater Sudbury is committed to maintaining and enhancing playgrounds and parkland to provide great public spaces and facilities for everyone to enjoy. Playgrounds contribute significantly to the health and well-being of residents and serve as community gathering places. As part of the 2018 Playground Revitalization Plan, the City has committed to revitalizing 58 playgrounds.



Sponsorship Opportunities

Recognition Opportunities

- **Brand Recognition on Signage and Wayfinding:** Your brand will be prominently displayed on signage and wayfinding at one or multiple playgrounds.
- **Influence of Colour and Aesthetic Look/Feel:** Align the playground's colour scheme and aesthetic with your corporate brand.
- **Supporting Partner in City Communications:** Your company will be recognized as a supporting partner in all City communications related to playground initiatives.
- **Recognition by Mayor and Council Members:** Public acknowledgment by the Mayor and members of the Council.

- **Participation in Opening Day Events:** Opportunity to participate in the opening day events of revitalized playgrounds.
- **Distribution of Branded Items:** Distribute branded items or gifts at opening day events.
- **Naming and Activation for Select Events:** Naming rights and activation opportunities for select annual events (e.g., Pro-D Days).
- **Employee Engagement and Volunteer Opportunities:** Engage your employees in volunteer opportunities at playgrounds.

Available Locations for Sponsorship

Ward 2 (Lively, Naughton, Whitefish, Copper Cliff, Worthington)

- **VLA Playground (2025 Priority) - 26 O'Neil Street, Lively**
- Black Lake
- Penage Road Community Centre
- Den Lou Playground
- Whitefish Playground
- Centennial

Ward 3 (Chelmsford, Onaping, Dowling, Levack)

- **Onaping Tot Lot (2025 Priority) - Fraser Avenue**
- Pine and Fir
- Nickel Basin Tot Lot

Ward 5 (Val Caron, Blezard Valley, Cambrian Heights, McCrea Heights, Guilletville, Notre Dame - Lasalle area west of Rideau Street)

- **Daniel Tot Lot (2025 Priority) - 3173 Daniel Avenue, Val Caron**

Ward 7 (Garson, Falconbridge, Capreol, Skead)

- Pine Street
- Thomas Tot Lot
- Parkinson Tot Lot

Ward 9 (Coniston, Wahnapiatae, Wanup, South End (Broder Township))

- Mountainview Playground

Benefits of Sponsorship

- **Community Impact:** Contribute to the health and well-being of residents by enhancing public spaces.
- **Brand Visibility:** Increase your brand's visibility through various recognition opportunities.
- **Corporate Social Responsibility:** Demonstrate your commitment to community development and social responsibility.
- **Employee Engagement:** Provide meaningful volunteer opportunities for your employees.

Additional Information

- **Payment Terms:** Payment will be due upon agreement of sponsorship. Flexible terms are available.

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