

## Ski Hills and Programs Sponsorship Package

### Overview:

The City of Greater Sudbury proudly operates two ski hills, Adanac Ski Hill and Lively Ski Hill, catering to residents of all ages looking to enjoy winter activities. Our facilities offer a welcoming environment for both beginners and experienced skiers and snowboarders. We're inviting local businesses and organizations to partner with us and enhance the experience of our community members while enjoying strategic recognition benefits.



### Sponsorship Tiers

- **Gold Sponsorship Package - \$15,000 (up to 2-year duration)**
  - **Exclusive full hill sponsorship** (choose between Adanac Ski Hill or Lively Ski Hill).
  - **Exclusive title sponsorship recognition** on promotional materials, including select signage, and digital content.
  - **Monthly Social Media Recognition** across all platforms for the ski season.
  - **Prominent brand visibility** on all communications, including social media.
  - Recognition through a **personalized announcement by the Mayor** at naming event.
  - Logo and acknowledgment on the **City of Greater Sudbury's website** (Leisure: under development & Ski page) for the year.
  - **Speaking opportunity** at the naming event, allowing your organization to address attendees & Media.
  - **Activation opportunities** on three special days (Family Day, volunteer appreciation events, weekends, etc.)
    - Ability to provide **branded gifts**.

- **Employee Engagement Days** where sponsors can volunteer and interact with the community.
- **Silver Sponsorship Package - \$10,000 (up to 2-year Duration)**
  - Branding on specific **components** (Chair lift, Rental Chalet, or Learn to Ski/Snowboard programming).
  - **Logo recognition** on select ski hill promotional materials and signage.
  - **Brand visibility** communications, including social media.
  - **Monthly** Social Media Recognition across all platforms for the ski season.
  - Logo and acknowledgment on the **City of Greater Sudbury's website** for the award year.
  - **Activation opportunities** on three special days (Family Day, volunteer appreciation events, weekends, etc.)
    - Ability to provide **branded gifts**.
  - Inclusion in one **special day activation** I.E **Family Day, PD Day, etc** (example: hot chocolate stand).
- **Bronze Sponsorship Package - \$5,000 (up to 2-year duration)**
  - **Brand recognition** on shared signage at either ski hill.
  - Mentions on promotional communications related to ski hill events/programs.
  - Activation opportunity to promote a **branded product** or service to visitors on select days.
  - Logo and acknowledgment on the **City of Greater Sudbury's website** for the Ski year.

### Program Sponsorship:

- For \$2,500 per annum, you can be a resending sponsor for either the **Ski & Snowboard lessons** or the **Equipment Rental Program**.
- Recognition includes:
  - **Brand recognition** on signage.
  - Mentions on promotional communications related to ski hill events/programs.
  - Activation opportunity to promote a **branded product** or service to visitors on select days.
  - Logo and acknowledgment on the **City of Greater Sudbury's website** for the Ski year.

### Value in Kind Sponsorship Opportunities

- Customized value in kind contributions (e.g., equipment, services).
- Open dialogue to suggest specific contributions that can enhance the ski hill experience.

### Additional Information

**Payment Terms:** Payment is due upon agreement of sponsorship. Payment plans can be arranged for multi-year commitments.

### Contact Information:

For inquiries or to secure your sponsorship, please contact:

#### Kyle Marcus

Partnerships & Outreach Coordinator

City of Greater Sudbury

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Partnering with the City of Greater Sudbury's ski hills provides an incredible opportunity to showcase your commitment to community enrichment and promote your brand to thousands of active residents. With combined yearly attendance reaching over 10,000, your sponsorship will undoubtedly make a significant impact in maintaining vibrant winter programs.