



**Public Skate
Sponsorship Opportunities**

2019-2020

Sponsorship package



2019-2020 Skating Sponsorship Opportunities

Dear potential sponsor,

This year, the City of Orillia Parks, Recreation & Culture Department will be offering five weekly public skates to the community. Historically anywhere from 50 to 200 Orillians have participated in public skates on one of our three ice pads, with the number being variable depending on the time of year. According to the Benefits Catalogue, "leisure is the single most important force developing cohesive, healthy relationships behind husbands and wives and between parents and their children." Public skating is a perfect opportunity to create accessible leisure activities for families.

In response to this trend, Orillia Parks, Recreation, and Culture has created a sponsorship program to provide an opportunity for local businesses and organizations to partner with the department. The opportunity is three-fold: (1) Local business can sponsor a public skate to allow Orillians to skate for free, thus improving attendance, encouraging physical activity, developing cohesive family relationships and promote a healthy lifestyle; (2) Businesses can utilize the public skate ice time to reward clients, staff and other business partners along with the public to enjoy a leisurely skate; and (3) Businesses and organizations can use the opportunity to offer unique advertising while showing community spirit and civic pride.

The program is looking for businesses to sponsor a public skating session. The cost to sponsor a free public skating session is based on time of year. A tiered system has been created using historical data for attendance figures. For a fee you will receive recognition in all public skating promotion, including signage (provided by you) located in the facility during that skate, as well as provide two on ice skate patrollers for the session.

Available opportunities include:

Fall (September & October) public skates
Winter (November, January & February) public skates
Holiday (December 1 – January 4) public skates
Spring (March) public skates

Be sure to look into our add-on options.

While you provide the community with a free skate, you will also enjoy the benefits of increased business advertising; on our web site, social media sites and within the facility. This is a great opportunity to support our local families. If interested, inquire about additional opportunities such as providing a hot chocolate for each skater, or handing out coupons.

For sponsorship or other inquiries, please contact:

Chris Gammon at (705) 325-2050 or cgammon@orillia.ca

Thank you for your consideration!



2019-2020 Skating Sponsorship Opportunities

Table of Contents

Contents

Partnership Opportunities	4
Fall/Spring Sponsor	4
Winter Sponsor	4
Holiday Season Sponsor	5
Add on opportunities.....	6
Additional Information	6
Christmas Holiday Season Skates Available	7



2019-2020 Skating Sponsorship Opportunities

Partnership Opportunities

Fall/Spring Sponsor

Investment: \$200.00

<u>Naming Rights:</u>	Named the XXXXX Public Skate Sponsor for [Insert Date] Name/logo incorporated into event logo
<u>Name/Logo Inclusion:</u>	In all advertising and promotional material Dominant exposure on all event advertising (print, website, Rotary Place TV's) Logo and link on the City of Orillia website
<u>Promotion:</u>	Banners/signs displayed at venue*
<u>Months Available:</u>	September, October, March, April, May
<u>Details:</u>	Single skate sponsorship for available date of choice within specific month

Winter Sponsor

Investment: \$250.00

<u>Naming Rights:</u>	Named the XXXXX Public Skate Sponsor for [Insert Date] Name/logo incorporated into event logo
<u>Name/Logo Inclusion:</u>	In all advertising and promotional material Dominant exposure on all event advertising (print, website, Rotary Place TV's) Logo and link on the City of Orillia website
<u>Promotion:</u>	Banners/signs displayed at venue*
<u>Months Available:</u>	November, January, February
<u>Details:</u>	Single skate sponsorship for available date of choice within specific month



2019-2020 Skating Sponsorship Opportunities

Holiday Season Sponsor

Investment: \$375.00

<u>Naming Rights:</u>	Named the XXXXX Public Skate Sponsor for [Insert Date] Name/logo incorporated into event logo
<u>Name/Logo Inclusion:</u>	In all advertising and promotional material Dominant exposure on all event advertising (print, website, Rotary Place TV's) Logo and link on the City of Orillia website
<u>Promotion:</u>	Banners/signs displayed at venue*
<u>Months Available:</u>	December 1 2018 – January 5 2019
<u>Details:</u>	Single skate sponsorship for available date of choice within specific month

****Benefits realized on all materials produced after date of agreement****

***All signage production costs are the responsibility of the sponsor. Signage can be provided to the City of Orillia for display.**



2019-2020 Skating Sponsorship Opportunities

Add on opportunities

Item	Month	Price
Fall/Spring	September, October, March, April, May	
Rock Wall		\$150
Hot Chocolate		\$125
Winter	November, January, February	
Rock Wall		\$175
Hot Chocolate		\$150
Holiday	December 1 2019 – January 5 2020	
Rock Wall		\$200
Hot Chocolate		\$175

Additional Information

The 2019 – 2020 weekly public skate schedule:

- Fridays (September, 2019 to March, 2020)
 - Rotary Place
 - 5:15PM – 6:45PM
- Saturdays (September , 2019 to Mar, 2020)
 - Rotary Place
 - 11:45AM – 1:15PM
 - Rotary Place
 - 7:15PM – 8:45PM
- Saturdays (September, 2019 to March, 2020)
 - Rotary Place
 - 11:45AM – 1:15PM
 - Brian Orser Arena
 - 6:00PM – 7:30PM
- During the Holiday Season (December 26 – January 5) daily public skates will be offered



2019-2020 Skating Sponsorship Opportunities

Christmas Holiday Season Skates Available

DATE	TIME	LOCATION
December 15th, 2019 Leah C. Cavanaugh Century 21 10 th Annual Toy drive for the Salvation Army	2:00PM – 3:30PM	Rotary Place
December 20th, 2019	5:15PM – 6:45PM	Rotary Place
December 21st, 2019	11:45AM – 1:15PM	Rotary Place
December 21st, 2019	7:15PM – 8:45PM	Rotary Place
December 22nd, 2019	2:00PM – 3:30PM	Rotary Place
December 22nd, 2019	6:00PM – 7:30PM	Brian Orser
December 23rd, 2019	1:15PM – 2:45PM	Rotary Place
December 24th, 2019	1:15PM – 2:45PM	Rotary Place
December 26th, 2019	2:00PM – 3:30pm	Rotary Place
December 27th, 2019	5:15PM – 6:45PM	Rotary Place
December 28th, 2019	11:45AM – 1:15PM	Rotary Place
December 28th, 2019	7:15PM – 8:45PM	Rotary Place
December 29th, 2019	2:00PM – 3:30PM	Rotary Place
December 29th, 2019	6:00PM – 7:30PM	Brian Orser
December 30th, 2019	1:15PM – 2:45PM	Rotary Place
January 1st, 2020 Orillia Mayor and Council Skate	12:00PM – 2:00PM	Rotary Place
January 1st, 2020 Orillia Terriers Family Skate	TBD	Rotary Place
January 2nd, 2020	1:15PM – 2:45PM	Rotary Place
January 3rd, 2020	5:15PM = 6:45PM	Rotary Place
January 4th, 2020	11:45AM – 1:15PM	Rotary Place
January 4th, 2020	7:15PM – 8:45PM	Rotary Place
January 5th, 2020	2:00PM – 3:30PM	Rotary Place
January 5th, 2020	6:00PM – 7:30PM	Brian Orser

For sponsorship or other inquiries, please contact:
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