



Building Community
Through Partnership

Naming Rights and Sponsorship Opportunities



About Our Community

The City of Orillia is home to vibrant recreation facilities, cultural spaces, and parks that bring community together. Through strategic naming rights and sponsorship opportunities, your organization can align with Orillia's spirit of community, wellness, and connection.

When you partner with the City of Orillia, you're not just putting your name on a building, you're helping create spaces where residents gather, grow, and thrive.

Let's build something meaningful together.



Invest in your community. Leave a lasting legacy.

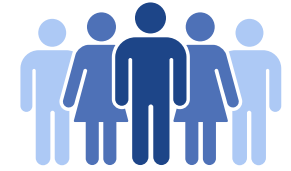


Orillia Demographics



Population

33,411



60%

of the population is
working age (15 to
64 years)



61.2%

of households
own their
property

Median household
income:

\$84,600



Median age:

**46.8
years**

9,285

families
in Orillia



49%

of the population has
a post-secondary
education

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The Power of Partnership

Orillia's facilities welcome thousands of residents and visitors each year — from families at the Recreation Centre, to audiences at the Opera House, to athletes at West Orillia Sports Complex.

Partnering with the City gives your organization:

- High-visibility exposure in heavily trafficked, family-focused environments
- Community goodwill by supporting health, culture, and recreation
- Long-term brand association with excellence and inclusivity
- Customizable opportunities to match your goals and audience

Your investment helps us enhance programs, upgrade facilities, and expand opportunities for all residents.



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Make Your Name Part of Orillia's Story

Naming rights are available for select City facilities, amenities, and spaces. Each opportunity is tailored to meet your brand and budget.



Tier 1*

Orillia Recreation Centre

Value: \$750,000
Amortization: 10 Years
Annual: \$75,000
Weekly Traffic: 11,000

West Orillia Sports Complex

Value: \$650,000
Amortization: 10 Years
Annual: \$65,000
Weekly Traffic: 5,500

Barnfield Point Recreation Centre

Value: \$500,000
Amortization: 10 Years
Annual: \$50,000
Weekly Traffic: 2,400

Orillia Opera House

Value: \$500,000
Amortization: 10 Years
Annual: \$50,000
Weekly Traffic: 1,000

Orillia Waterfront Centre

Value: \$250,000
Amortization: 10 Years
Annual: \$25,000

Orillia Public Library

Value: \$500,000
Amortization: 10 Years
Annual: \$50,000

Gill Street Community Complex

Value: \$500,000
Amortization: 10 Years
Annual: \$50,000

* Values proposed are estimates to guide discussions, all proposals are subject to mutually agreed terms and Council Ratification. Cost of signage is in addition to the proposed values.

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Tier 2*

West Orillia Sports Complex

Turf Field

Value: \$250,000
Amortization: 10 Years
Annual: \$25,000

Blue Rink

Value: \$200,000
Amortization: 10 Years
Annual: \$20,000

Green Rink

Value: \$100,000
Amortization: 10 Years
Annual: \$10,000

Orillia Opera House

Studio Theatre

Value: \$100,000
Amortization: 10 Years
Annual: \$10,000

Green Room

Value: \$100,000
Amortization: 10 Years
Annual: \$10,000

Orillia Recreation Centre

Aquatic Centre

Value: \$250,000
Amortization: 10 Years
Annual: \$25,000

Gymnasium

Value: \$250,000
Amortization: 10 Years
Annual: \$25,000

Fitness Centre

Value: \$100,000
Amortization: 10 Years
Annual: \$10,000

Walking Track

Value: \$100,000
Amortization: 10 Years
Annual: \$10,000

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Interested in sponsoring an individual area/asset within a park or facility?

The City is open to alternative options not listed in this document.


Get Started

Ready to explore how your organization can make a lasting impact in Orillia? Our team will work with you to find the perfect partnership opportunity.

Join us in shaping Orillia's future. Together, we can build a stronger, more connected community.

Contact:

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 705-325-4900

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 orillia.ca



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