

Sponsorship & Advertising Opportunities

MUNICIPALITY OF
West Perth



WEST PERTH
MITCHELL ARENA



Opportunities

Rink Naming Rights

What a great opportunity to showcase your business by having your name on the Rink!

The Rink has a spectator seating of 500+ that showcases the Mitchell Skating Club, Mitchell Minor Hockey Association, Mitchell Hawks, Mitchell Stingers (Ringette), Mitchell Curling Club, women's and men's recreation hockey leagues, as well as a variety of hockey schools, community skating and recreational skating!

Not only is the rink home to a variety of ice related activities, it is also the location for a variety of events such as; concerts, tradeshow, carnivals, private functions and special community events.

Duration: 3-year agreement
Cost: \$7,500 per year
Benefits: Used in promotional material for the rink
Rink Board in an available location agreed upon with Recreation & Facility Manager
Under Ice Logo in an available location
Signage: Sign at lobby level entrance

Signage will be at the cost of the sponsor and is subject to final approval by the Recreation & Facilities Manager.

Dressing Room Naming Rights

There is access to 7 dressing rooms! With the dressing room sponsorship, your company is being promoted directly to participants. Not only are the dressing rooms used by hockey players and skating club members, they also serve at the behind the scenes locations for our concerts and special events. You do not want to miss out on this opportunity!

Duration: 3-year agreement
Cost: \$2,000 per year
Benefits: Company name used when assigning dressing rooms
Company logo on the door of the dressing room

Signage will be at the cost of the sponsor and will need to be approved by the Recreation & Facilities Manager.

Meeting Room Naming Rights

There is 1 meeting room and 1 banquet hall at the West Perth Community Centre. With sponsoring the meeting room or hall, your company is being promoted to users of the ice rink as well as those who use the arena for a special event, private function and more.

Duration: 3-year agreement
Cost: \$1,500 per year
Benefit: Company logo on the door of the meeting room
Company name used during the booking of the meeting room/ hall

Signage will be at the cost of the sponsor and will need to be approved by the Recreation & Facilities Manager.

Rink Board Advertising

Rink Boards are ice level advertising panels like seen at all NHL arenas. What a great way to have your business advertised!

Size: Approximately 38" (height) x 96" (width)
Duration: 3-year agreement
Cost: \$390 per year

Supply and installation of Rink Boards is the responsibility of the sponsor. Rink Board will need to be approved by the Recreation & Facilities Manager.

Wallboard Advertising

Advertising billboards are located on the concrete walls above the glass at each end of the arena. Advertising for this space is limited and available on a first-come, first-served basis.

Size: Approximately 42" (Height) x 96" (width)
Duration: 3-year agreement
Cost: \$335 per year

Supply of billboards is the responsibility of the sponsor. Billboards must be approved by the Recreation & Facilities Manager.

Opportunities

Olympia / Ice Resurfer

Captivate the attention of viewers as the Olympia / Ice Resurfer cleans the ice before, after and in between hockey games, and other on-ice activities. Your company logo, colours and advertising can be a part of this eye-catching event. Brand the ice resurfer to best suit your advertising needs. Be creative!

Duration: 3-year agreement
 Cost: \$2,000 for one side/ year,
 Benefits: Capacity of 250-500+ spectators

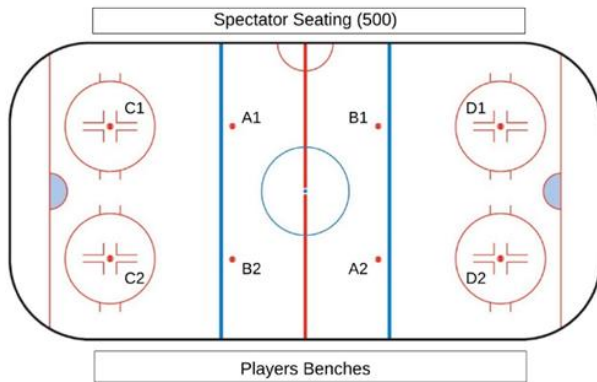
Under Ice Logos

Place your company's logo or advertisement directly beneath the ice surface to make a constant impression during on-ice activities.

Duration: 1-year agreement
 Cost:

Location	Cost
A1, A2, B1, B2	\$750
C1, C2, D1, D2	\$500

Supply of under ice logo is the responsibility of the sponsor. Under ice logos will need to be approved by the Recreation & Facilities Manager.



Community Skates

What a great one-time opportunity to promote your business and provide an opportunity for the community to participate in a recreational activity! As a sponsor, you can choose from many of our community skates to sponsor. By sponsoring a community skate or swim, you will be providing a free skate to the community.

Duration: One time
 Cost: \$150 per skate
 Benefit: Sponsor will have the opportunity to set-up a display in the main lobby to promote their business Sponsor will be recognized in all promotion of the community skate one week before the scheduled skate

Any additional advertising will be at the responsibility of the sponsor and is subject to final approval by the Recreation & Facilities Manager.

Swimming

By sponsoring a public swim, it is a fun way to help the community increase physical fitness and community engagement. You will be providing a free swim to the community.

Duration: One-time
 Cost: \$200 per swim
 Benefit: Sponsor will be recognized in all promotion of the community swim one week before the scheduled swim

Any additional advertising will be at the responsibility of the sponsor and is subject to final approval by the Recreation & Facilities Manager.

If you would like to learn more about these opportunities, please contact:

Recreation Coordinator
 Mitchell Community Centre & Arena
 185 Wellington Street, Mitchell ON N0K 1N0

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