



# SPONSORSHIP & ADVERTISING OPPORTUNITIES

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**Municipality of West Perth  
Recreation & Facilities**

185 Wellington Street  
Mitchell Ontario, N0K 1N0

Phone: (519) 348 - 9311  
Email: [reccordinator@westperth.com](mailto:reccordinator@westperth.com)



# 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 approval by the Recreation & Facilities Manager.

## Dressing Room Naming Rights

Seven dressing rooms at the arena are available to don your company or name! 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 is subject to approval by the Recreation & Facilities Manager.

## Meeting Room Naming Rights

There is one meeting room and one 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 is subject to approval 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!

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

Supply and installation of Rink Boards is the responsibility of the sponsor. Signage is subject to approval 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.

Duration: 3-year agreement  
Cost: \$390 per year  
Size: 42" (Height) x 96" (width)

Supply of billboards is the responsibility of the sponsor. Signage is subject to approval by the Recreation & Facilities Manager.

# Arena Opportunities

## Olympia Ice Resurfacers

Captivate the attention of viewers as the Olympia Ice Resurfacers 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 resurfacers to best suit your advertising needs. Be creative!

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

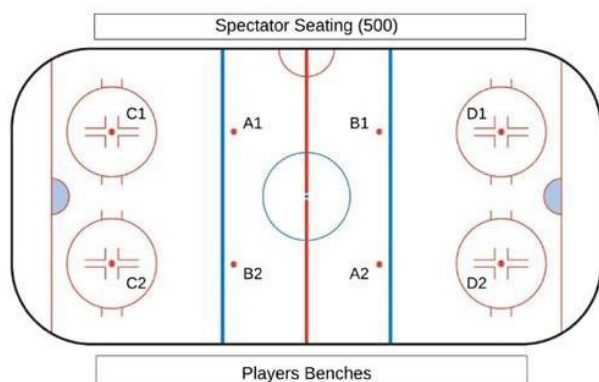
## Under Ice Logos

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

Duration: 1-year  
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.



## Public Skate Sponsorship

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: \$158 per skate time  
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.

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

519-348-9311

[reccordinator@westperth.com](mailto:reccordinator@westperth.com)



# Pool & Park Opportunities

## Public Swimming Sponsorship

Sponsoring a public swim 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: \$210 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.

## Tennis Court Naming Rights

The double tennis courts in Veterans Memorial Park in Mitchell are a beautiful addition to our suite of recreation amenities in West Perth. Built in 2021, these courts are extremely popular in the summer months, hosting tennis players and pickleball players alike. Your name or company could 'sponsor' this amenity by way of a naming right, in the heart of Veterans Memorial Park.

Duration: 5-year agreement  
Cost: \$1,000 per year  
Benefit: Used in advertising activities, sponsor will have their name or logo on a board on the fence around the courts.

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

## Keterson Diamond Naming Rights

The diamonds host teams from young Mite beginners, senior leagues, Women's Fastball, and Men's Slo-pitch. Diamond naming rights will replace the very creative names of 'A', 'B', 'C', and 'D'.

Duration: 5-year agreement  
Cost: \$1,000 per year for A, B, D  
\$750 per year for C.  
Benefit: Used in advertising activities, sponsor will have their name or logo on a board on the backstop.

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

## Accessible Walking Path Naming Rights

Accompanying the new Keterson Park Pavilion is the installation of a multi-use accessible trail made of stone-dust. These paths allow visitors to enjoy the park walking, rolling, or cycling, and access ball diamonds for those with a range of physical ability. Accessibility to sport is important to us, and we want YOU to join us in this pursuit!

Duration: 10-year agreement or lifetime  
Cost: \$1,000 per year, or talk to us about a "lifetime naming right" amount  
Benefit: Used in advertising activities, A plaque will be added to the pavilion area.

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