



ADVERTISING & SPONSORSHIP

Loyalist Township
Recreation Services Department
613-389-3648
loyalist.ca

**Recreation
Services**
Loyalist
T O W N S H I P

Why Advertise with the Loyalist Township Recreation Services Department?

Our facilities offer a unique and tremendous opportunity to market your business and services. Thousands of local residents access the facilities every year, frequently visiting at least once per week and spending an hour or more at the facilities each visit. Through this prolonged and repeated exposure, you'll ensure that your message is seen by a captive audience! Visitor attendance at our facilities is year round, with numerous fall, winter, and spring league seasons, camps and recreational activities.

Loyalist Township sports fields, arena and pool, draw local residents and out-of-town visitors for tournaments and events. With down time in between games, these visitors to the community are searching for places to shop, dine and more. Bring your business to the forefront with the advertising products available through the Recreation Services Department.

Loyalist Township Recreation Services is pleased to offer you an opportunity to put your company in the spotlight through some of the most unique advertising opportunities in Loyalist Township. Advertising and sponsorship products are available at a variety of price points and our marketing staff can help you maximize your reach and exposure, no matter what size your budget.

About Loyalist Township

Loyalist Township is a growing municipality of over 16,000 residents, nestled along the north shore of Lake Ontario. The Loyalist Township lifestyle is attractive to many because of the numerous convenient and desirable amenities that can be provided in this area.

- Picturesque Waterfront
- Proximity to 401 and U.S. Border
- Fair market value for attached and detached homes
- Small town feel with big city services nearby
- Nationally recognized Golf Course
- United Empire Loyalist Historical Landmarks in the Village of Bath and throughout the Township
- Rich history along the Loyalist Parkway
- Full service marina offering access to some of the best fresh-water sailing in the world



Advertising/Sponsorship Products

Rink Boards

Rink boards offer vivid colour and static high profile branding within the W.J. Henderson Recreation Centre.

Rink board advertising space can be purchased for a 1 year, 2 year, multi-year commitment, or can be packaged with additional advertising products for maximum value.

1 year pre-paid contract - \$600.00+HST

2 year pre-paid contract - \$1080.00+HST (save \$120)

Rates are for display space only. Graphic design and production costs are not included in the rate and are the responsibility of the advertiser.



Sports Fields

Sports field advertising offers vivid colour and static high profile branding within Loyalist Township sports fields. Advertisers can choose between softball or soccer fields.

Sports field advertising space can be purchased for a 1 year, 2 year, multi-year commitment, or they can be packaged with additional advertising products for maximum value.

1 year pre-paid contract - \$250.00+HST

2 year pre-paid contract - \$450.00+HST (save \$50)

Rates are for display space only. Graphic design and production costs are not included in the rate and are the responsibility of the advertiser.

Framed Wall Posters

Framed wall posters (24" w X36" h) are typically placed on the walls in lobbies and/or high traffic areas of facilities.

Framed wall posters can be purchased on a monthly or annual basis or can be packaged with additional advertising products for maximum value.

1 month - \$50.00+HST

1-year pre-paid contract - \$540.00+HST (save \$60)

Price per poster. Choose from a variety of locations throughout the Centre.

Ice Resurfer (Zamboni)

Your company logo, colours and advertising can be part of this truly unique experience. Display your advertising on a section of the zamboni, or purchase a full wrap for maximum exposure.

Advertising rates depend on size and placement of ad. Contact us at recreation@loyalist.ca for more details on Zamboni advertising rates and availability.

Ice Logos

High impact, colour advertising in-ice provides great visibility to reach your targeted demographics.

The ads are located underneath the ice and are visible from all viewing areas of the arena.

Advertising rates depend on size of ice logo. Contact us at recreation@loyalist.ca for more details on ice logo advertising rates and availability.

Sponsorship Opportunities

Community Skates/Swims

A great way 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/swim you will be providing a free skate/swim to the community.

Duration: One hour

Cost: \$107.70-\$175.01 per hour

- 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/swim

Light Up the Season - Lighting Display

Light Up the Season is a featured special event in Loyalist Township. This event draws hundreds of community members to participate in festive activities. The culmination of the event is the lighting of the park for the holiday season. This is a unique opportunity to promote your business to a large audience of attendees by sponsoring an exhibit. Residents and visitors continue to enjoy the park lighting well after the event has concluded.

Duration: Early December - Early January

Cost: Dependant on selected display

- Benefit: - Sponsor will be recognized with a plaque/signage in the park, recognizing their contribution.
- Sponsor will be recognized in all promotion of the event

Special Events Sponsorship

Throughout the year, Loyalist Township offers a variety of Special Events designed to bring the members of our community together. Sponsorship opportunities at these events offer businesses the ability to create community connections as well as creating visibility and awareness for your organization.



Build Awareness & Gain New Customers

- Increase awareness of your organization and gain exposure within the community
- Connect with existing and new customers in a way that is aligned with your business objectives

- Position your organization as a valued neighbour and community partner with a tangible commitment to the area where your customers live and work
- Enhance your employees' pride in your organization

Make a Difference

As partners, we can work together to create value for both your business and the Loyalist community. Through your marketing investment, Loyalist Township will be able to enhance programs, services and events available to residents and visitors.