



# ADVERTISE YOUR BUSINESS

[advertising@sportsvillage.ca](mailto:advertising@sportsvillage.ca)

***(905) 738-7574 ext: 260***

**2 MILLION+  
ANNUAL VISITORS**



# SITUATED IN THE HEART OF VAUGHAN

The Sports Village is a **“destination facility”** focused on the elevation of participatory sports, including **hockey, outdoor beach volleyball, baseball, and basketball.**

The Sports Village employs the guiding principles of the City of Vaughan, to **maximize its benefits to the municipality and its residents.**

The Sports Village is equipped with:

- **4 NHL size hockey arenas**
- **Full service restaurant** (Hot Shots Bar & Grill)
- **Private High-School** (EVEREST Academy)
- **Outdoor Beach Volleyball Sports Park** with **5** regulation sized sandbox courts
- **2 Baseball Diamonds & 1 Outdoor Skate Trail**

We welcome over **2 million visitors annually**, and pride ourselves on building an **“all-season destination point”** for both recreational and social activities.



# ADVERTISE WITH US

## VENUE **ADVERTISING**

For the price of a single news paper ad, you can promote your business every day for an entire year!

### EFFECTIVE REACH

Effective reach to the local Vaughan community and visitors.

### SPECIAL EVENTS

Special events and parties designed for business needs.

### HIGH TRAFFIC LOCATIONS

Millions of impressions/year. Exposure to a captive audience.

### OUTSTANDING VALUE

Outstanding value vs. other media. Wide range of options to suit any budget.

### CUSTOMIZED PACKAGES

Customized packages and flexible payment terms.

### PROGRAMS

Sponsorship, sampling and couponing programs

### WEBSITE EXPOSURE

Website exposure on this website.

### GRASSROOT COMMUNICATIONS

Grassroots communication to children, teens, parents, and families.

# OUR SERVICES

## ADVERTISING SPONSORSHIPS

In an effort to help local businesses build community connectivity and create strong corporate impressions, we offer our business partners key sponsorship opportunities that will enhance **visibility with over 2 million + annual visitors** to the complex.

These sponsorship opportunities are all strategically placed in order to maximize exposure to visitors and catch their attention.

## CUSTOMIZED PACKAGES

We are committed to helping you maximize building your brand's exposure.

Our goal is to promote community connectivity; our team will customize a package that will be sure to create long-lasting, strong impressions for your brand.

We understand each business is unique and has different intentions with their marketing dollars. We will creatively tailor a package that will meet your brand's marketing needs.

## PROMOTIONAL OPPORTUNITIES

Our marketing team works directly with our advertisers in facilitating innovative ways to interact with patrons in our facility.

Whether your business has an interest, idea, concern, or simple inquiry, our marketing team is always only one phone call, email, or site visit away will always do our very best to respond to you in a timely manner.

We are more than happy to set up an appointment, host and provide your business' representatives with a tour of the facility.



## ZAMBONI WRAP

Full colour, CMYK, digitally printed graphics applied to the front, top, and both sides of the Zamboni. Graphics can be created to give the impression that the Zamboni is a car, SUV, transit bus, or whatever you can imagine, all created and applied with adhesive backed vinyl.

*LOCATED IN ALL RINKS | 6 MACHINES TOTAL | \*2 OPTIONS, FULL WRAP OR DECAL (TOP, FRONT, SIDES)*

# SVTV TELEVISIONS

With over **2 MILLION impressions per year**, these 20 second TV ads run on 50" plasma monitors 9 times per hour/144 times per day/365 days per year.

Because of the nature of these ads, **you can change your message to cater to seasonal or promotional needs.** Unlike other venues, SVTV ads utilize the entire screen.

**Our in-house creative team will work with you** in developing your ad to convey your business message and ensure it markets your product or service effectively.

*LOCATED IN MAIN CONCOURSE (4) | 1 IN FRONT OF EACH RINK*





# WALL PANELS

Full Colour, CMYK, digitally printed graphics on 3 ft x 10 ft vinyl. This brand illustrator is mounted on a foam-core backing, which is protected by a 1/8 inch piece of transparent lexan glass, **all encased in an aluminum frame.**

Located 8 ft above the rink and mounted on the wall, the Wall Panel is readily viewable from all areas in the rink as well as the main concourse area. **Wall Panels are a premium quality sponsorship property that are always highly visible,** regardless of the action on the ice. *\*Top Row in picture above\**

**LOCATED IN EACH RINK | 7 TOTAL SLOTS PER RINK | \*TOP ROW PICTURED ABOVE\***



[ YOUR AD HERE ]

CENTRE ICE LOGO

LOGO BLURRED PURPOSELY\*

## CENTRE ICE LOGO

Full colour (pantone match) latex paint **hand applied** logo created from a digitally designed stencil **for precise replication.**

Sponsor receives: **ONE "centre" ice logo in ONE rink** providing unique branding as one of only 4 Sports Village centre ice logo sponsors.

*LOCATED IN EACH RINK | 1 SPOT PER RINK*







# ICE LOGOS (NEUTRAL ZONE)

Full colour (pantone match) latex paint **hand applied** logo created from a digitally designed stencil **for precise replication.**

Sponsor receives: **ONE "neutral zone" ice logo in each of 4 rinks**, providing unique branding as one of only 4 ice logo sponsors

Blueline Logos, also displayed, are available as part of the **Rink Sponsor Package**

*LOCATED IN EACH RINK | 4 SPOTS PER RINK*



# RINK BOARDS

Full colour, **digitally printed graphics** on **adhesive backed vinyl** or **polystyrene** where required.

Selection of this property provides the sponsor with a **unique branding opportunity** to reinforce brand and to **build brand equity** right in the middle of the on-ice action.

*LOCATED IN EACH RINK | 42 TOTAL SLOTS PER RINK*





## LIGHT PANELS

**Full colour, digitally printed graphics** on 3 ft. X 4ft. translucent film.

Light Panels provide **high intensity fluorescent backlit lighting** that shines through the translucent film, providing the viewer with **unparalleled visual activity**.

**LOCATED IN MAIN CONCOURSE & UPPER FLOOR CONCOURSE | 15 TOTAL**



## STANDING SIGNS

**Full colour, digitally printed graphics** mounted on 2 ft. X 5 ft. coroplast boards.

Standing signs provide **high visibility**, providing the viewer with up close visual activity as they enter and exit the facility.

**LOCATED IN MAIN CONCOURSE | 4 TOTAL**

# BANNERS

What better way to advertise your brand from **Spring to Fall** than by owning your business banner in our **Oasis Beach Volleyball** courts where your business will be seen by **250+ teams of 6-8 players per team**, which is between **1500-3000 players per year** who can see your ad **weekly**, not to mention party/group events.


Banners are **vinyl** composition, are **4'x 8' in size**, with **grommets** for hanging, and slots for the wind to be installed on cage fencing.



**LOCATED IN VOLLEYBALL COURTS | 31 TOTAL SLOTS**

# INTERESTED? NEXT STEPS

Please kindly fill in the following details and email it to [advertising@sportsvillage.ca](mailto:advertising@sportsvillage.ca)



**Advertising Sponsor Inquiry Form**

Please kindly fill in the following details and email it to [advertising@sportsvillage.ca](mailto:advertising@sportsvillage.ca)

Company : \_\_\_\_\_

Name : \_\_\_\_\_

Address : \_\_\_\_\_

Contact Person : \_\_\_\_\_

Title : \_\_\_\_\_ Department : \_\_\_\_\_

Phone Number : (mobile) \_\_\_\_\_ (office) \_\_\_\_\_

Fax Number : \_\_\_\_\_

Our company would like to provide the following sponsorship : (Please tick as appropriate)

Advertising \_\_\_\_\_ for specific event(s) : \_\_\_\_\_

Discount & Promotion option

Details about the discount provide : \_\_\_\_\_

Other (Any form of sponsorship is welcomed and we are open to further discussions) Once again, thank you very much for your sponsorship to the Corporate.

Authorized signature & Company: \_\_\_\_\_

\_\_\_\_\_ Date : \_\_\_\_\_

Thank you very much for your advertising sponsorship at The Sports Village.

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2600 Rutherford Road, Vaughan, ON, Canada | Phone: (905) 738-7574 ext. 260 | [advertising@sportsvillage.ca](mailto:advertising@sportsvillage.ca) | [www.sportsvillage.ca](http://www.sportsvillage.ca) Sponsorship Media

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