



# RINK SPONSORSHIP PACKAGE

**THE SPORTS VILLAGE  
ADVERTISING OFFICE**

advertising@sportsvillage.ca  
(905)738-7574 ext: 260





# BUILDING LOCAL COMMUNITY BUSINESSES TOGETHER



# OUR SERVICES

## Advertising Sponsorships

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

## Customized Packages

We are committed to helping you maximize building your brands exposure. Our goal is to promote community connectivity; our team will create a package that will ensure to create long-lasting strong impressions for you brand.

## Promotional Opportunities

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



# RINK SPONSOR PACKAGE

Rink Sponsorship is based on a **4-5 year investment of \$25,000 per annum**. The rink should be looked upon as a "**blank canvas**" that the rink sponsor can "**dress up**" to best promote its products and services to facility users.

RINK A: **OPEN**

The objective of the program is to **create a long lasting "WOW" factor** that will provide a memorable impression that connects the sponsor's products and services to the more than **2 million annual facility users**.

RINK B: **OPEN**



# RINK SPONSORS



RINK C OPEN



RINK D



# RINK SPONSOR PACKAGE

The following is the 2023 list of advertising properties provided to Rink Sponsors.

## Rink Advertising

- **2 Ice logo** (approx. 8' X 26') located inside blue line at both ends of rink
- **4 Rinkboard** ( 2 in front of players' benches covered by lexan)
- **1 Score Clock Light Box** (12' X 2')
- **6 Dressing Room Door Decal** (approx. 2' X 1')
- **64 Rink Wrap** (42" X 8") **concourse end glass** (32 panes front and back)
- **2 Player's Bench backboard** (4' X 16')
- **4 Upper Stand Framed Wall Panels** (4' X 8')
- **2 Score Clock Banners** (8' X 18')



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The following is the 2023 list of advertising properties provided to Rink Sponsors.

## Concourse Advertising

- **1 Backlit Sign** (3' X 4')
- **1 Entrance TV Monitor Header**
- **1 Way Find Recognition Sign**
- **1 Entrance-way Overhead Glass**
- **1 Entrance-way Side Window Glass**
- **1 Concourse Rink Entrance Door** (full vinyl wrap less window)
- **2 Entrance Door Glass** (upper and lower doors) (10" X 26" window)
- **64 Concourse Rinkboard Panels** (13.5"h X 48" w X 32 sections)



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The following is the 2023 list of advertising properties provided to Rink Sponsors.

## Outdoor Recognition

- **1 Backlit Sign** (front of building)





# OUR IMPACT IN THE CITY OF VAUGHAN

By becoming a partner, we will provide your company with the following:

## Local Advertising

The Sports Village welcomes over 2 million people into our facility annually. Our team will customize an advertising package to help you build awareness around your company and services. Our facility is the perfect place to engage your business within the community. It allows you to interact directly with local customers and build collaboration with partners who can help you address those needs.

## Brand Exposure

Developing your company name as a local business is one of the advantages of advertising at The Sports Village. If people see your ad consistently in their community facility, they will be more likely to remember your company when they are ready to buy the type of products or services you provide.

## Promotion

Local business owners need to think about the goal of their advertising. Whether you want to add customers, raise awareness for an event, solidify brand identity, or introduce a new product, The Sports Village can provide you with the advertising opportunities to meet those needs.

## Patron Interaction

Our marketing team will help you learn about your customer needs, wants, and goals. When businesses understand their customers well, advertising and marketing becomes that much easier. Our marketing team can help you do this through the use of social media and by interacting directly with your customers at The Sports Village.

# LiveBarn Streaming Never Miss a Moment.

Watch Live & On Demand from anywhere,  
at any time, on any device from the world's  
largest broadcaster of amateur sports.

Our partnership with LiveBarn increases your ad's exposure significantly as families, coaches, and players can watch Live & On Demand Stream unlimited games, practices and events from The Sports Village!

LiveBarn

[www.livebarn.com](http://www.livebarn.com)





# THANK YOU

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