

ESTON & DISTRICT RECREATION BOARD



SPONSORSHIP ENGAGEMENT PACKAGE

Published July 4, 2017

eston.ca/recsponsorship

For more information, please contact Town of Eston Recreation Director, Chris Keleher
306-962-4460
chris@eston.ca

Deadline for expressions of interest: August 11, 2017

COMMUNITY AND CORPORATE PARTNERSHIP OPPORTUNITIES

Stand out as a supporter of sport & recreation, health & wellness.

CLAIM your opportunity

CONNECT with your target market

CREATE your product/service awareness and drive sales

CONSTRUCT brand recognition and loyalty

Sponsorship Overview

Recreation Sponsorship Policy

This policy provides a framework for decision making and will define sponsor benefits for the Eston & District recreation facilities, programs and events while maintaining the integrity of the growing brand and the Board's commitment to its community and reputation.

Selection of Sponsors – Multiple Interested Parties

The Eston & District Recreation Board's ultimate goal will be to ensure that all interested parties are satisfied with the process.

The following prioritizing questions will be adhered to in sponsorship selection and appointment determination when there are multiple businesses interested in the same opportunity:

1. Is there an alternative opportunity that can be offered or packaged to one or both parties?
2. Do the interested parties have a sponsorship history with the Town and/or Recreation Department?
3. Are the businesses local? Local is defined as "a business owning, leasing or renting property to conduct commercial operations within the Town of Eston or RM of Snipe Lake.

If a decision is not determined with the above criteria, a final choice will be determined by random selection by the Eston & District Recreation Board.

Sponsorship Criteria

All sponsorships with the Recreation Board must meet the following criteria:

- The Recreation Board will have the right to accept or reject a potential sponsor.
- The goals of the sponsor must align with the philosophy of the Town and RM and not negatively impact their positive reputations.
- Sponsorship should be made for a minimum 1 year term (wall signs) and a maximum 5 year term (with the exception of Title Sponsor).
- Exclusivity will be granted to sponsors on a case-by-case basis and will be at the discretion of the Recreation Board.
- A cash or in-kind sponsorship must exceed the monetary value associated with giving recognition.
- Sponsorship that appears to be unethical or in a conflict of interest with the Town's or RM's philosophy and values will not be accepted.
- Sponsorship will not be accepted from the following: those involving a producer/manufacturer of tobacco products; those involved in criminal activity or pornography; a political party or group with a primary focus of politics; and religious activities or affiliations. Those sponsorships surrounding events will be given special consideration to explore sponsorship involving a producer/manufacturer of liquor, if liquor is served at the event.

Sponsorship Benefits

Sponsors should feel that they are creating a win-win...win situation in a partnership with the Recreation Board and most importantly, their target market.

Timeline for Package Release

July 4: package released to the public

July 4-July 21: window for businesses to express interest, submit inquiries, etc.

July 24-August 11: meetings with businesses

August 11: deadline for expressions of interest from businesses

August 14-25: selection of businesses

Contact Information

For more information, please contact Town of Eston Recreation Director, Chris Keleher by telephone at 306-962-4460 or email to chris@eston.ca.

Marketing Opportunities Summary

Opportunity	Term (Years)	Number of Opportunities	Total Commitment	Annual Commitment	Recommended Payment Terms
Eston & District Community Complex Naming Rights	10	1	\$150,000	\$15,000	50% on September 1 and 50% on March 1
Hockey Rink Surface and Lobby	5	1	\$30,000	\$6,000	50% on September 1 and 50% on March 1
Score Clock	5	1	\$10,000	\$2,000	100% on September 1
Dressing Rooms	5	4	\$10,000	\$2,000	100% on September 1
Mezzanine	5	1	\$10,000	\$2,000	100% on September 1
Centennial Hall	5	1	\$10,000	\$2,000	100% on September 1
Ball Diamond 1	5	1	\$10,000	\$2,000	100% on September 1
Eston Lions Pool	5	1	\$10,000	\$2,000	100% on June 1
Curling Ice Sheets	5	4	\$7,500	\$1,500	100% on September 1
Gallery of Glory	5	1	\$5,000	\$1,000	100% on September 1
Arena Concourse VIP Lounge	5	1	\$5,000	\$1,000	100% on September 1
Ball Diamond 2	5	1	\$5,000	\$1,000	100% on September 1
Ball Diamond 3	5	1	\$2,500	\$500	100% on September 1
Bowling Alley	5	1	\$2,500	\$500	100% on September 1
Wall Signs	1	~30	\$2,500	\$500	100% on September 1

Additional opportunities to sponsor programming and events may be added in future years.

Recommended payment terms can be discussed with the Recreation Director.

Opportunities Descriptions

Eston & District Community Complex

The Community Complex will be referred to as the “ABC Company” Community Complex

Our 60,000 sq. foot facility houses the ice arena, curling rink, bowling alley, fitness centre, VIP Lounge, event hall and mezzanine. Individual interior spaces are also open for sponsorship.

Sponsor Fee/Terms: \$150,000 – 10-year term; \$15,000 annual commitment

Sponsor Benefits:

- Exterior building sign
- Guest of honour at “grand opening”
- Ice logo
- Media mention
- Presenting/speaking opportunity at “grand opening”
- Wall sign in prime location above centre ice
- Radio thank you
- Newspaper thank you cluster ad
- Website
- Social media
- Marketing rights (with approval from the Eston & District Recreation Board)

Hockey Rink and Lobby

*The hockey rink and lobby will be referred to as the “ABC Company” Arena and the “ABC Company” Lobby

Sponsor Fee/Terms: \$30,000 – 5-year term; \$6,000 annual commitment

Sponsor Benefits:

- Guest of honour at “grand opening”
- Ice logo
- Media mention
- Presenting/speaking opportunity at “grand opening”
- Wall sign in prime location above centre ice
- Radio thank you
- Newspaper thank you cluster ad
- Website
- Social media

Score Clock

Sponsor Fee/Terms: \$10,000-5 year term; \$2,000 annual commitment

Sponsor Benefits:

- Wall sign in prime location above centre ice
- Newspaper thank you cluster ad
- Website
- Social media

Dressing Room (4 available)

Dressing rooms will be referred to as the “ABC Company” dressing room

Sponsor Fee/Terms: \$10,000 – 5-year term; \$2,000 annual commitment

Sponsor Benefits:

- Wall sign
- Newspaper thank you cluster ad
- Website
- Social media
- Door sign/business name on door
- Sign in lobby listing dressing rooms

Mezzanine

Mezzanine will be referred to as the “ABC Company” Mezzanine

Sponsor Fee/Terms: \$10,000 – 5-year term; \$2,000 annual commitment

Sponsor Benefits:

- Wall sign
- Newspaper thank you cluster ad
- Website
- Social media
- Name on door
- Sign in another prominent location

Centennial Hall

Centennial Hall will be referred to as the “ABC Company” Centennial Hall

Sponsor Fee/Terms: \$10,000 – 5-year term; \$2,000 annual commitment

Sponsor Benefits:

- Wall sign
- Newspaper thank you cluster ad
- Website
- Social media
- Name on door
- Sign in another prominent location

Ball Diamond 1

Ball Diamond 1 will be referred to as “Reaburn Field brought to you in Partnership with ABC Company”

Sponsor Fee/Terms: \$10,000 – 5 year term; \$2,000 annual commitment

Sponsor Benefits:

- Newspaper thank you cluster ad
- Website
- Social media
- Signage at location (2 signs in total)

Eston Lions Pool

The Eston Lions Pool will be referred to as the “Eston Lions Pool brought to you in Partnership with ABC Company”

Sponsor Fee/Terms: \$10,000 – 5 year term; \$2,000 annual commitment

Sponsor Benefits:

- Newspaper thank you cluster ad
- Website
- Social media
- Signage at location (2 signs in total)

Curling Ice Sheets (4 available)

Curling Ice Sheets will be referred to as the “ABC Company” ice sheet

Sponsor Fee/Terms: \$7,500 – 5 year term; \$1,500 annual commitment

Sponsor Benefits:

- Ice logo
- Wall sign
- Newspaper thank you cluster ad
- Website
- Social media

Gallery of Glory

The Gallery of Glory will be referred to as the "ABC Company" Gallery of Glory

Sponsor Fee/Terms: \$5,000 – 5-year term; \$1,000 annual commitment

Sponsor Benefits:

- Signage over both locations (arena concourse and lobby – 2 locations of the Gallery of Glory)
- Wall sign
- Newspaper thank you cluster ad
- Website
- Social media

Arena Concourse VIP Lounge

Sponsor Fee/Terms: \$5,000 – 5-year term; \$1,000 annual commitment

Sponsor Benefits:

- Wall sign
- Newspaper thank you cluster ad
- Website
- Social media
- **Marketing rights (with approval from the Eston & District Recreation Board)
- ie. Attending a Senior Ramblers game and business wants to promote business to public

Ball Diamond 2

Sponsor Fee/Terms: \$5,000 – 5 year term; \$1,000 annual commitment

Sponsor Benefits:

- Newspaper thank you cluster ad
- Website
- Social media
- Signage at location (2 signs in total)

Ball Diamond 3

Sponsor Fee/Terms: \$2,500 – 5 year term; \$500 annual commitment

Sponsor Benefits:

- Newspaper thank you cluster ad
- Website
- Social media
- Signage at location (2 signs in total)

Bowling Alley

Sponsor Fee/Terms: \$2,500 – 5-year term; \$500 annual commitment

Sponsor Benefits:

- Business name or logo on entrance door
- Newspaper thank you cluster ad
- Website
- Social media

OTHER SPONSOR OPPORTUNITIES

1-year term:

- Wall Signs - \$500 (sign to be provided by the business)