

2022

ESTON & DISTRICT RECREATION COMMITTEE



SPONSORSHIP ENGAGEMENT PACKAGE

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eston.ca/recsponsorship

For more information, please contact Town of Eston Recreation Director, Bret Howe
306-962-4460
Recreation@eston.ca

Deadline for expressions of interest: June 27, 2022

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/manufacture 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/manufacture 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

April 1: deadline for expressions of interest from businesses

April 15-30: selection of businesses & sponsorship location

Contact Information

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

Marketing Opportunities Summary

Opportunity	Term (Years)	Number of Potential Opportunities	Total Commitment	Annual Commitment	Payment Terms
Hockey Rink Surface and Lobby	5	0	\$30,000	\$6,000	50% on September 15 and 50% on March 1
Mezzanine	5	0	\$15,000	\$3,000	100% on September 15
*Rink Entrance Stairs	5	2	\$15,000	\$3,000	100% on September 15
Score Clock	5	0	\$10,000	\$2,000	100% on September 15
Dressing Rooms	5	0	\$10,000	\$2,000	100% on September 15
Centennial Hall	5	0	\$10,000	\$2,000	100% on September 15
Ball Diamond 1	5	1	\$10,000	\$2,000	100% on September 15
Eston Lions Pool	5	0	\$10,000	\$2,000	100% on September 15
Curling Ice Sheets	5	0	\$7,500	\$1,500	100% on September 15
Gallery of Glory	5	0	\$5,000	\$1,000	100% on September 15
Arena Concourse VIP Lounge	5	1	\$5,000	\$1,000	100% on September 15
Ball Diamond 2	5	0	\$5,000	\$1,000	100% on September 15
Ball Diamond 3	5	1	\$2,500	\$500	100% on September 15
Ball Diamond 4	5	1	\$2,500	\$500	100% on September 15
Bowling Alley	5	0	\$2,500	\$500	100% on September 15
Wall Signs	1	~10	\$500	\$500	100% on September 15
*Puck Board Signage	1	80 (max 4 spots/ company)	\$100	\$100	100% on September 15

(*) – specifies new sponsorship opportunities. – specifies available opportunities.

Additional opportunities to sponsor programming and events may be added in future years. Existing sponsors have first call on their current opportunity. Payment terms can be discussed with the Recreation Director.

Opportunities Descriptions

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:

- Ice logo
- Media mention
- Wall sign in prime location above centre ice
- Website
- Social media

Mezzanine

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

Sponsor Fee/Terms: \$15,000 – 5-year term; \$3,000 annual commitment

Sponsor Benefits:

- Wall sign
- Website
- Social media
- Name on door
- 2 Signs (1 at window & 1 entrance to staircase)

Rink Entrance Stairs (2 available)

Sponsor Fee/Terms: \$15,000 – 5-year term; \$3,000 annual commitment

Sponsor Benefits:

- Wall sign
- Website
- Social media
- Decals on steps of rink concourse entrance

Score Clock

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

Sponsor Benefits:

- Wall sign in prime location above centre ice
- Website
- Social media

Dressing Room

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
- Website
- Social media
- Door sign/business name on door
- Sign in lobby listing dressing rooms

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
- Website
- Social media
- Name on door
- Sign in another prominent location

Ball Diamond 1 (1 available)

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:

- 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:

- Website
- Social media
- Signage at location (2 signs in total)

Curling Ice Sheets

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
- 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
- Website
- Social media

Arena Concourse VIP Lounge (1 available)

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

Sponsor Benefits:

- Wall sign
- Website
- Social media
- **Marketing rights (with approval from the Eston & District Recreation Board)

Ball Diamond 2

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

Sponsor Benefits:

- Website
- Social media
- Signage at location (2 signs in total)

Ball Diamond 3 (1 available)

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

Sponsor Benefits:

- Website
- Social media
- Signage at location (2 signs in total)

Ball Diamond 4 (1 available)

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

Sponsor Benefits:

- 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
- Website
- Social media

Other Sponsorship Opportunities (available)

1-year contracts on auto renewal.

- Wall Signs - \$500 (sign to be provided by the business)
- Puck Board Signage - \$100 (decal to be provided by the business)

