

Advertising & Sponsorship OPPORTUNITIES



Put your advertising where the action is!



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



WWW.LOYALIST.CA

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 contract - \$600.00+HST

2 year contract - \$1200.00+HST

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 contract - \$282.50+HST

2 year contract - \$565.00+HST

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



In-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.

Contact us at recreation@loyalist.ca for more details on in-ice advertising rates and availability.

Ice Resurfacer (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.

Contact us at recreation@loyalist.ca for more details on Zamboni advertising rates and availability.



Advertising & Sponsorship Packages



Exceptional Sponsor - \$5000

- W.J. Henderson Arena Board Ad
- W.J. Henderson Arena Ice Ad
- Willie Pratt Sports Complex Fence Ad
- Feature ad on ice re-surfacing machine
- First opportunity for naming rights of new complexes and parks
- Logo recognition and business card sized ad in Recreation Guide
- Highlighted as a Premium Sponsor in local print media & radio coverage
- Logo recognition on event marketing material (see event list)
- Recognition on the Loyalist Township website and social media channels
- Recognition on ads posted on the electronic sign

Premium Sponsor - \$2,500

- W.J. Henderson Arena Board Ad
- Logo exposure on ice-resurfacing machine
- Willie Pratt Sports Complex Fence Ad
- Logo recognition and business card sized ad in Recreation Guide
- Logo recognition on event marketing material (see event list)
- Recognition on the Loyalist Township website and social media channels

Superior Sponsor - \$1000

- Willie Pratt Sports Complex Fence Ad
- Logo recognition on all event marketing material (see event list)
- Recognition on the Loyalist Township website and social media channels

Quality Sponsor - \$500

- Logo recognition on all events marketing material (see event list)
- Recognition on the Loyalist Township website and social media channels