

Community and Corporate Partnerships

Town of Oakville | Recreation and Culture department

Overview

The Recreation and Culture department's Community and Corporate Partnerships program forms partnerships between the Town of Oakville's Recreation and Culture department and community businesses and organizations. Essential services are funded through the town, however, sponsorships, donations and advertising revenues make it possible for the town to expand its programs, services and initiatives while reducing the need for tax increases or additional user fees.

Projects and Events

Local businesses, organizations, service clubs, community groups and individuals can provide support through cash contributions, in-kind services, joint promotions, and/or product donations. Below is a list of some of the initiatives that the town has provided thanks to the generous support from the community:

- Fee assistance for children and youth to participate in recreational programs.
- Youth Centre facility enhancements.
- Special events such as the *Oakville Santa Claus Parade*, *Oakville Children's Festival*, *Community Spirit Awards*, and *Make Your Move Family Day*.
- Free holiday skate and summer swim program.
- Enhanced programming at the Oakville Centre, including some free and pay what you can performances.

Naming Opportunities

Naming opportunities are available for the interior spaces at Sixteen Mile Sports Complex including ice surfaces, dressing rooms and multipurpose rooms.

Advertising

In addition to support for programs and events the Recreation and Culture department is now managing the sale of advertising space. The following opportunities are available:

- Parks, Recreation and Culture Guide (published twice per year)
- Arena board / Arena wall sign advertising
- Digital TV sign advertising

For more information:

Janine Ivings, Marketing Supervisor

905-845-6601, ext.3080

janine.ivings@oakville.ca

Sixteen Mile Sports Complex

- Located at 3070 Neyagawa Boulevard (Dundas Street and Neyagawa Boulevard)
- 144,000 square foot quad pad arena
- One Olympic-size ice surface with 1500 seats
- Three NHL-size ice surfaces with 250 seats each
- 150 seat restaurant and concessions
- Two shooter pads
- Pro shop
- The facility is used for:
 - Youth hockey
 - Public skating
 - Figure skating
 - Tournaments and tournament head quarters
 - Adult hockey leagues
 - Speed skating
 - Sledge Hockey
 - Lacrosse
 - Ball hockey
- The facility also offers multi-purpose and meeting rooms that will be rented to businesses and community groups.
- While Phase One is limited to the four ice surfaces and associated activities, a second phase (slated currently for 2018) will include a full-service community centre with pools, fitness centre, library and cultural space.



Sixteen Mile Sports Complex

Pad One -1500 Seat Olympic-size Ice Surface

Sponsorship Fee: \$35,000 per year for 5 years (\$175,000)

Pad Two, Pad Three or Pad Four NHL-size ice surface

Sponsorship Fee: \$25,000 per year for 5 years (\$125,000)

Sponsor Benefits

- One arena board per rink at Sixteen Mile Sports Complex.
- 2 x in-ice logo representation in your pad.
- Venue naming signage in upper and lower concourse areas.
- Additional boards at other rinks at discounted rate of 25% per board.
- One digital sign board advertising space. Advertisements will be given 20 second on screen presence, a minimum of 28 times per day on 19 screens totaling over 500 impressions per day.
- Full page advertisement in the next Parks, Recreation and Culture brochure.
- Opportunity to buy advertising in future Parks, Recreation and Culture brochures.

Dressing Room and Multipurpose Room Naming Opportunities

Sponsorship Fee: \$5,000 per year for 5 years (\$25,000) per dressing room

Sponsor Benefits

- Two arena boards at Sixteen Mile Sports Complex.
- Venue signage.
- One digital sign board advertising space. Advertisements will be given 20 second on screen presence, a minimum of 28 times per day on 19 screens totaling over 500 impressions per day.
- Discounted rate on additional arena advertising (25% off regular rates).
- Ability to purchase advertising in the Parks, Recreation and Culture brochure.

Sponsorship Fee Sponsorship Fee: \$7,500 per year for 5 years (\$37,500) per multipurpose room

Sponsor Benefits

- Two arena boards at Sixteen Mile Sports Complex.
- Venue signage.
- One digital sign board advertising space. Advertisements will be given 20 second on screen presence, a minimum of 28 times per day on 19 screens totaling over 500 impressions per day.
- Discounted rate on additional arena advertising (25% off regular rates).
- Ability to purchase advertising in the Parks, Recreation and Culture brochure.

Oakville's Arenas – Fact Sheet

- Oakville's arena facilities are home to five minor sports groups with over 7400 members.
- Oakville's arenas are used regularly by 41 adult user groups on a weekly basis.
- Oakville's arenas host approximately 15 major tournaments and events per year.
- Oakville's arenas are in use 12 months of the year.
- Oakville's arenas have 150,000 to over 1 million visitors per year!
- Our arenas are also home to many different activities including: Hockey, Figure Skating, Lacrosse, Ball Hockey, Skateboard Parks, Sledge Hockey, Speed Skating, Camps and community events.

Facility Information

Glen Abbey Community Centre	1415 Third Line	2 arena ice/floor surfaces pool 3 community rooms gymnasium boardroom
Joshua's Creek Arenas	1663 North Service Road East	2 arena ice surfaces 2 shooter pads 3 community rooms
Kinoak Arena	363 Warminster Drive	1 arena ice surface
Maple Grove Arena	2237 Devon Road	1 arena ice surface
Oakville Arena	133 Rebecca Street	1 arena ice surface 1 community room
River Oaks Community Centre	2400 Sixth Line	2 arena ice surfaces 2 shooter pads 3 community rooms 2 boardrooms
Sixteen Mile Sports Complex	3070 Neyagawa Road	4 arena ice surfaces 2 shooter pads 3 community rooms

Arena Board Advertising

Arena Board Advertising is a great way to reach your customers. Your message is displayed all year long to your community.

Facility	Facility Type	Ice Surfaces	Facility visits per year	One Year	Two Years *per year price	Three Years *per year price
Glen Abbey Community Centre	A	Green	500,000 +	\$1,300	\$1,100	\$900
		Blue	500,000 +	\$1,300	\$1,100	\$900
Joshua's Creek Arenas	A	Red	500,000 +	\$1,300	\$1,100	\$900
		Blue	500,000 +	\$1,300	\$1,100	\$900
Kinoak Arena	B	Single	150,000 +	\$980	\$825	\$700
Maple Grove Arena	B	Single	150,000 +	\$980	\$825	\$700
Sixteen Mile Creek Sports Complex	A	Pad One 1500 seat premium arena	1,000,000 +	\$1,575	\$1,260	\$1,050
Sixteen Mile Creek Sports Complex	A	Pad Two	1,000,000 +	\$1,300	\$1,100	\$900
		Pad Three	1,000,000 +	\$1,300	\$1,100	\$900
		Pad Four	1,000,000 +	\$1,300	\$1,100	\$900
Oakville Arena	B	Single	150,000 +	\$980	\$825	\$700
River Oaks Community Centre	A	Rink A	500,000 +	\$1,300	\$1,100	\$900
		Rink B	500,000 +	\$1,300	\$1,100	\$900

Facility Type

A Facilities: Highest traffic arenas with over 250,000 visitors per pad per year. They have high traffic 12 months a year.

B Facilities: Great exposure reaching 150,000 visitors per pad per year. They have high traffic 8 months a year and are converted for use as skateboard parks and indoor lacrosse/ ball hockey during the summer months.

Terms and Conditions

- All costs include production and installation of one sign, additional sign production and installation will be charged at \$150.
- Creative must be supplied by the purchaser and approved by the town.
- The purchaser is responsible for providing suitable electronic artwork. All ads must be submitted as one of the following file formats: pdf, tiff or high resolution jpeg, eps (include/embed all fonts). Colour ads must be saved as CMYK for colour accuracy, however exact colour match cannot be guaranteed.
- Sixteen Mile, Glen Abbey and River Oaks arena board signs are 3' by 8' (36" by 96") and protected by a clear lexan cover. No bleed. Joshua's Creek, Kinoak, Oakville and Maple Grove arena boards are 2.75' by 8' (33" by 96") and protected by a clear lexan cover. No bleed.
- Installation is done monthly on or near the first of each month. Exact placement cannot be guaranteed.
- Multi-year contracts will be billed annually on the anniversary of the contract.
- A 25% discount will be given to all advertising contracts valued over \$5,000 per year.
- HST will be added to the prices above.

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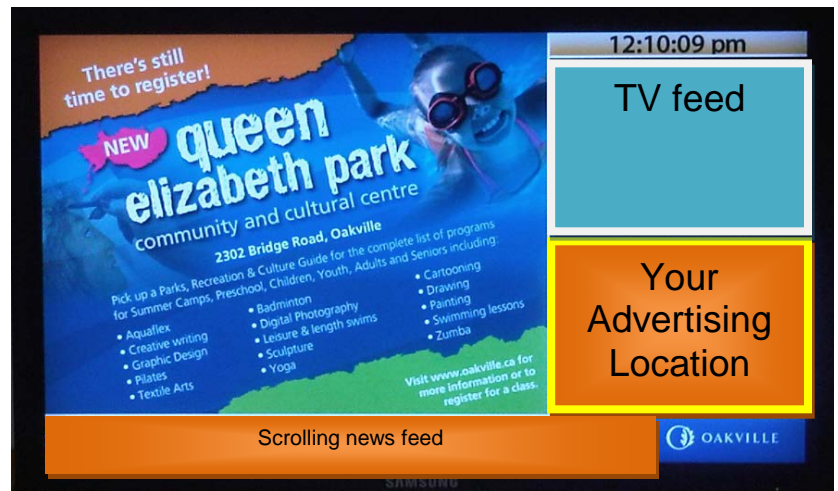
Digital Sign Board Advertising

The Recreation and Culture department has installed 21 digital sign boards (TV's) in seven facilities. Screens contain facility specific information, time and date information, a television component as well as messaging about town programs.

- Approximately 1/6th of the screen space will be allocated for advertising. – Screen size is 42”
- Advertisements will be given 20 second on screen presence, a minimum of 28 times per day on 21 screens totaling at least 588 impressions per day.
- A maximum of 100 commercial slots will be sold.

Digital Sign Locations

Location	# of signs
Glen Abbey Community Centre	3
Iroquois Ridge Community Centre	1
Joshua's Creek Arenas	2
River Oaks Community Centre	3
Sixteen Mile Sports Complex	5
Sir John Colborne Seniors Centre	1
Oakville Seniors' Rec Centre	1
Queen Elizabeth Park Community and Cultural Centre	4
Recreation and Culture Department, Town Hall	1



	6 months	1 year contract	2 year contract	3 year contract
Digital Sign Advertising	\$945/6months	\$1,500/year	\$1,250/year	\$1,040/year
Per month cost	\$157.50	\$125	\$104.10	\$86.60
Per day cost	\$5	\$4.10	\$3.42	\$2.85

Terms and Conditions

- Creative must be supplied by the purchaser and approved by the town.
- Ads are 1280 by 960 pixels. Files needs to be .jpeg for still advertisements or a .wmv file for video advertisements. Each advertising space is 20 seconds long.
- Creative may be changed on a monthly basis, if provided by the first of the month.
- Multi-year contracts will be billed on the renewal date.
- A 25% discount on advertising will be given to all advertising contracts valued over \$5000 per year.
- HST will be added to rates listed above.

Parks, Recreation and Culture Guide Corporate Advertising

Advertising Submissions

With 25,000 brochures published, the town's Parks, Recreation and Culture Guide continues to be one of Oakville's most sought after guides for program information.

Advertisements are placed in the advertising section of the brochure and hyperlinked in the online digital publication.

The brochure has an estimated shelf life of 6 months – that means your message is in people's homes for an extended period of time.

All ads are full colour!

	Publication	Deadline
Spring/Summer Guide	January	November 1
Fall/Winter Guide	July	May 1

Advertising Rates

Advertisement Size	Dimensions	Rate
Quarter page	3.45" w x 4.65" h	\$487.28 + \$62.72 HST = \$550
Half page	7" w x 4.65" h (horizontal) OR 3.45 w x 9.4" h (vertical)	\$885.96 + \$114.04 HST = \$1,000
Full page	7" w x 9.4" h	\$1,683.32 + 216.68 HST = \$1,900

Advertising Guidelines

- Corporate advertisers must be recreation, leisure or education-oriented, or a Community and Corporate Partnerships supporter. Inclusion is at the discretion of the Town of Oakville.
- Advertising submissions will not be accepted until payment and acceptable electronic artwork have been received.
- You will be asked to resubmit your artwork if the advertisement is not the correct size or if quality is poor.
- Advertisements must be re-submitted for each issue.
- Ads must be submitted as: Pdf (preferred format), tif or high resolution jpeg or eps.
- Colour ads must be saved as CMYK for colour accuracy, although exact colour match cannot be guaranteed.

If you have questions on how to submit your advertisement, please email Joanne Locker, Marketing Assistant at brochure@oakville.ca or call 905-845-6601, ext. 3147.

Ads are accepted on a first-come, first-served basis. Space is limited.

Town of Oakville Corporate Grants, Sponsorship, Naming Rights and Advertising Sales Policy Statement (A-GEN-001)

The Corporation of the Town of Oakville (hereinafter referred to as the town) will consider the use of grants, sponsorships, naming rights and advertising (hereinafter referred to as sponsorships) revenue to offset the costs of programs, services, facilities and events.

All sponsorships, shall be consistent with the town's vision, mission and values and will not compromise or contradict any by-law or policy of the town, or reflect negatively on the town's integrity or public image. All sponsorship agreements shall be established in a manner that promotes the town's interest and results in the optimal balance of benefits to the town and the community.

The following Restrictions to Requests for Sponsorship apply:

- The town will not solicit or accept sponsorships from companies whose reputation could prove detrimental to the town's public image.
- The town will not allow sponsorships either directly or through third party arrangements that:
 - Promote alcohol and other addictive substances, at events or venues geared primarily to children.
 - Promote the sale of tobacco.
 - Promote pornography.
 - Promote the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products.
 - Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence.
 - Promote religious or political messages that might be deemed prejudicial to other religious or political groups
 - Convey a religious or political message, promote a political party or election candidate

The town will ensure that there is financial sustainability of programs and services provided by grants and sponsorships.

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Advertising and Sponsorship Reservation Form

If you would like to secure your advertising or sponsorship space please fill out the following form and fax, mail or email to:

Janine Ivings
Marketing Supervisor
Town of Oakville, Recreation and Culture
1225 Trafalgar Road
Oakville, ON L6H 0H3
Phone: 905-845-6601, ext. 3080
janine.ivings@oakville.ca

You will be contacted the next business day to discuss details of your advertising and sponsorship plan.

Email: _____

Contact Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax: _____

I am interested in: (please circle)

Arena Board Advertising at:

Glen Abbey Community Centre

Maple Grove Arena

Oakville Arena

Joshua's Creek Arenas

Sixteen Mile Creek Sports
Complex

River Oaks Community

Kinoak Arena

Digital Sign Board Advertising

Parks, Recreation and Culture Guide Advertising

Spring/Summer

Fall/Winter

Naming Sponsorship at Sixteen Mile Sports Complex

Arena Pad Naming

Multi-purpose Room Naming

Dressing Room Naming

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Notes: