



ADVERTISING & SPONSORSHIP PROGRAMS

East Elgin Community Complex
531 Talbot St W
Aylmer, ON
519-773-5631



Communities working together.

ADVERTISING & SPONSORSHIP OPPORTUNITIES

The East Elgin Community Complex is more than just a building. Each year, we welcome hundreds of residents and visitors who take part in our programs, events, and recreational offerings – creating meaningful opportunities for businesses to connect with a diverse and engaged audience.

By becoming an advertising partner or sponsor, you're not only increasing your brand visibility – you're directly supporting accessible programs, youth initiatives, and community events that have a lasting impact.

Whether you're a small local business or a larger organization, we can tailor a sponsorship program that aligns with your goals and budget.

We offer a range of flexible opportunities, including:

- Special Event Sponsorships
- Public Skating Sponsorships
- Facility Advertising

Join us in building a stronger, more connected community – while increasing your business' visibility among the audiences that matter most.

[For more information or to discuss these opportunities, please contact us:](#)

Danielle Broer
519-773-5631 ext. 4930
dbroer@eccc.ca

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ADVERTISING & SPONSORSHIP OPPORTUNITIES

East Elgin Community Complex
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the **TOWNSHIP** of
MALAHIDE
A proud tradition, a bright future.

Communities working together.



ADVERTISING OPPORTUNITIES

OLYMPIA / ICE RESURFACER

Captivate the attention of viewers as the Olympia / Ice Resurfacers cleans the ice before, during and after hockey games and other on-ice activities. Your company logo, colours, and advertising can be used to create an eye-catching movable billboard advertising your business. Brand the machine to best suit your advertising needs – the limit is your creativity!

- Term:** 3-Year Agreement
- Cost:** \$2,000.00 + HST/ year
- Detail:** Entire machine wrapped in vinyl graphic advertising business.



ARENA BOARD ADVERTISING

Arena boards, as commonly seen in NHL arenas, are ice-level advertising panels. These panels can be seen by both fans in the stands and by on-ice users. It is a great way to advertise your business!

Option 1

- Size:** 3-ft high x 4-ft long
- Term:** 1-year agreement
- Cost:** \$378.98 + HST/ year

Option 2

- Size:** 3-ft high x 8-ft long
- Term:** 1-year agreement
- Cost:** \$757.98 + HST/ year



Note: Coordinating the supply and installation of arena board panels is the responsibility of the sponsor. All panels will need to be approved by the Manager of Parks & Recreation before installation. Reach out to our team to help you get started!

IN-ICE LOGOS

Make an impression with an in-ice logo! Place your company's logo or advertisement directly beneath the ice surface to make a constant impression on both users and spectators during on-ice activities.

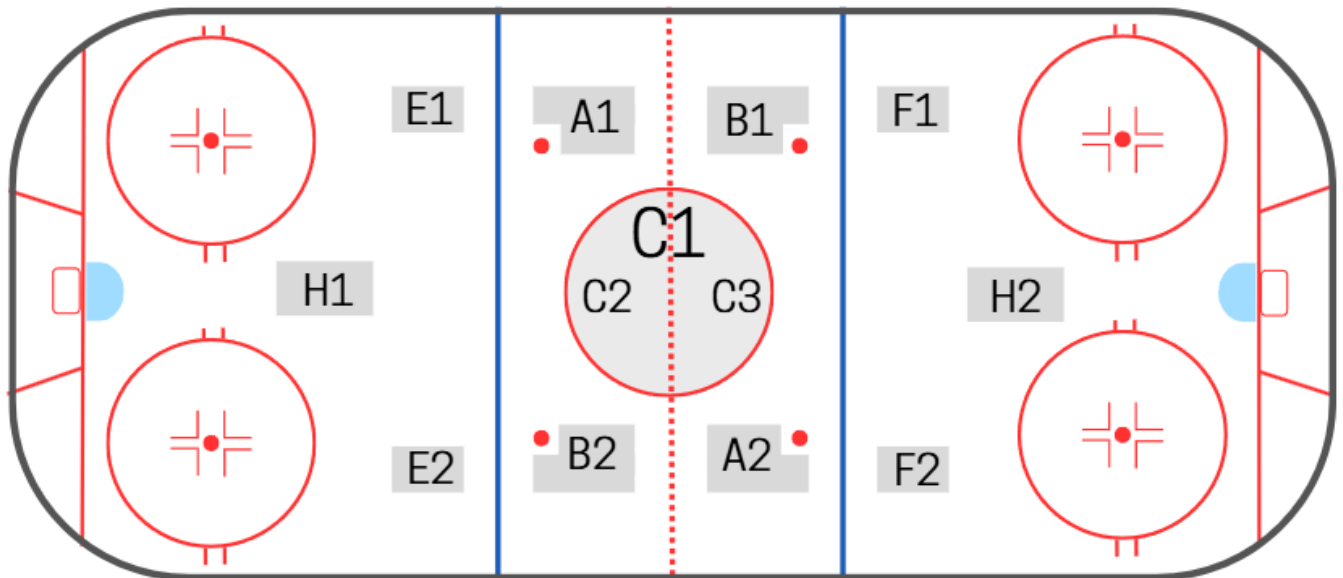
Term: 1-Year Agreement

Location:
A1, A2, B1,
B2, H1, H2 \$947.44 + HST/ year

Location:
C1, C2, C3 \$1,218.00 + HST/ year



Note: Coordinating the supply of an in-ice logo (textile logo) is the responsibility of the sponsor. All logos/ advertising graphics will need to be approved by the Manager of Parks & Recreation before installation. Call us today to help you get started!



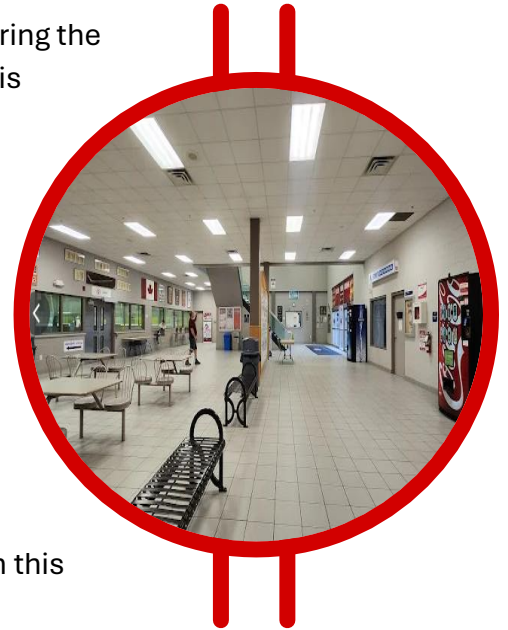
LOBBY ADVERTISING

Make a great first impression with lobby advertising. Visitors entering the facility will see your advertisement first! Lobby advertising space is limited and is available on a first-come, first-served basis. Don't miss this great opportunity!

Term: 1-Year Agreement

Cost: \$80.00 per square foot + HST/ year

Note: The supply of billboards and advertising panels is the responsibility of the sponsor. All advertising panels and signage will need to be approved by the Manager of Parks & Recreation before installation. Reach out to us today for more information on this great opportunity!



TIME OF DAY CLOCK

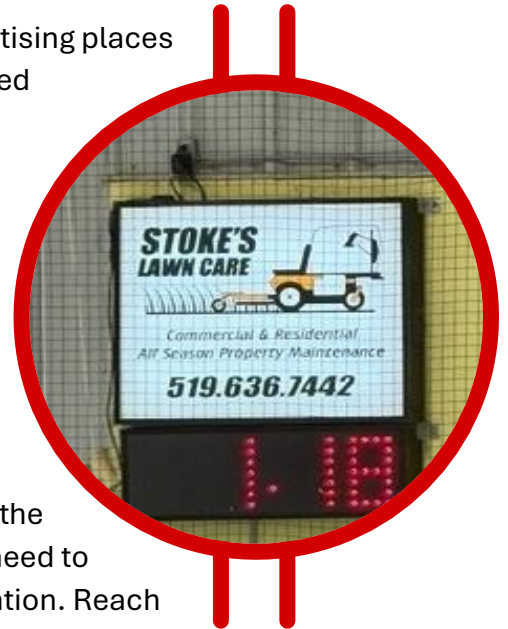
Be a part of every moment that matters. Time-of-Day Clock advertising places your brand or business alongside the game's most closely watched element (aside from the action on the ice of course), ensuring repeated viewings during play and stoppages.

Term: 1-Year Agreement

Cost: \$577.19 + HST & production/ year

Detail: 2 – one in each rink

Note: Coordinating the supply of the illuminated display panel is the responsibility of the sponsor. All logos/ advertising graphics will need to be approved by the Manager of Parks & Recreation before installation. Reach out to our team to help you get started!

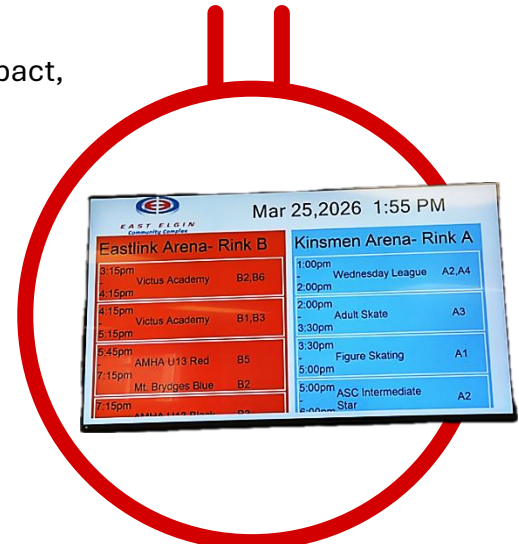


venu RUN (LOWER LOBBY TELEVISIONS)

Connect with players, coaches, spectators and staff in a high-impact, captive environment through this opportunity. Your brand is prominently displayed on dressing room assignment screens – viewed repeatedly by teams and event participants at key moments throughout their time in the venue.

Term: Monthly

Cost: \$30.00 + HST & production /month



SKATE AID ADVERTISING

Skate aid advertising connects your brand with families, beginners, and community programs on the ice.

Term: 1-Year Agreement

Cost: \$15.00 + HST & production

Detail: Per skate aid



Note: Coordinating the supply of the sticker is the responsibility of the sponsor. All logos/ advertising graphics will need to be approved by the Manager of Parks & Recreation before installation. Reach out to our team for more information on this opportunity!

PUBLIC SKATE SPONSORSHIP

The EECC's Public Skate Sponsorship Program offers your business a cost-effective opportunity to support healthy family recreation in our community and to promote your products or services. Your sponsorship will provide free admission during one hour of public skating. Your sponsorship also includes 2 racks of rental skates at no cost for use by the community during your sponsored skate.



Duration: 1 Public Skate (1.5 hours)

Gold: \$400.00 + HST/ event

Platinum: \$600.00 + HST/ event

[For more information, see our skating sponsorship program.](#)

SPECIAL EVENT SPONSORSHIP

The Special Event Sponsorship Program offers local businesses a cost-effective opportunity to support events in our community and to promote their businesses and products. Annual events at the EECC include New Year's Eve and Canada Day.

Duration: Per Event

Silver: \$100.00 + HST/ event

Gold: \$400.00 + HST/ event

Platinum: \$1,000.00 + HST/ event



[For more information, see our Canada Day and New Year's Eve sponsorship packages.](#)

ADDITIONAL OPPORTUNITIES – COMMEMORATIVE TILES

Commemorate a special event, remember a loved one, or display your support for your local community team and complex by purchasing a tile to be displayed in the lower lobby of the EECC.

[For more information on this opportunity, please contact our team.](#)



PUBLIC SKATING SPONSORSHIP PROGRAM

East Elgin Community Complex
531 Talbot St W
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519-773-5631



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EAST ELGIN ***Community Complex***

SPONSORSHIP OPPORTUNITY

Physical activity through recreation is important to the health and well being of our community, particularly in the winter months. Show your support by **sponsoring a public skate**.

In addition to physical activity, public skating is a great opportunity for the whole family to lace up and feel the excitement of being on the ice together.

The Public Skate Sponsorship Program offers local businesses a cost-effective opportunity to support healthy family recreation in our community and promote your business. Your sponsorship will provide free use of the ice during the public skates and provide free skate rentals to those that require them.

The Public Skate Sponsorship Program does not require the sponsor to organize individual ice rentals or promote the event. However, should you wish to organize and promote your own rental, we are also here to assist.

The East Elgin Community Complex is currently offering Public Skating from September to March from 1:00pm-2:30pm most Sundays. Local businesses and organizations have an opportunity to sponsor a public skate (including skate rentals) to be offered **free-of-charge** to our community.

The sponsorship details have been provided on the attached sheet.
To sponsor a skate, please feel free to contact me at your convenience.

Thank you for your support!

Danielle Broer, EECC/ Parks Coordinator

dbroer@eccc.ca

519-773-5631 ext. 4930



Public Skate Sponsorship Program

Gold Sponsor: Public Skate Sponsorship

Cost: \$400.00

Provides free of charge entry to public skating including ice skate rentals. Event Promotion includes sponsorship name and logo (if provided) on a poster at the EECC on the day of the event. The poster will also be shared on the East Elgin Community Complex's Facebook page a few days before the event and sponsorship and inclusion on the calendar event on the EECC website.

Platinum Sponsor: Public Skate Sponsorship and Event Advertisement

Cost: \$600.00

Provides free of charge entry to public skating including ice skate rentals. Event Promotion includes sponsorship name and logo (if provided) in a local paper and on a poster at the EECC on the day of the event. The poster will also be shared on the East Elgin Community Complex's Facebook page a few days before the event and sponsorship and inclusion on the calendar event on the EECC website.

Current Availability: Opportunities currently exist on Sundays between September and late March including March Break and Christmas Holidays.

If you are interested and wish for us to contact you, please feel free to call, or email.



519 773 5631 ext. 4930 dbroer@eccc.ca



BUSINESS/ORGANIZATION: _____

CONTACT NAME: _____

CONTACT INFORMATION: _____

- I need more information and want someone to contact me.
- I wish to sponsor an event and want someone to contact me.



NEW YEAR'S EVE SPONSORSHIP PROGRAM

East Elgin Community Complex
531 Talbot St W
Aylmer, ON
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Event Sponsorship Opportunity

New Year's Eve Celebration

The East Elgin Community Complex is excited to again host our annual New Year's Eve Celebration on **December 31 from 5:00pm to 8:00pm.**

In the past, access to this event has been through paid admission. With your sponsorship, we would like to offer free admission to this event for the families in our community.

Event activities include public skating on Kinsmen arena, pickup hockey on Eastlink arena, a social media-capable photobooth, family friendly activities and offerings to enhance the event. This includes a New Years Eve countdown. If you wish to sponsor one of these activities/ offerings, please feel free to contact me.

We invite your business to participate in our New Year's Eve celebration as an **Event Sponsor.**

A sponsorship information package is attached for review.

Advertising for this event will start in November. Thus, it is important for sponsors, who wish to be recognized on the promotional material, to commit to sponsorship by **November 15.**

If you are interested or would like more information, please feel free to call or email me.

Thank you for your support!

Danielle Broer
Parks and Recreation Coordinator
519 773 5631 ext. 4930
dbroer@eccc.ca



New Years Eve Sponsorship Program

Platinum Sponsor: New Years Eve Sponsorship

Cost: \$1000.00

Event promotion includes sponsor's name and logo (if provided) on a sponsorship acknowledgment sign at the EECC on the day of the event and on community posters in the lead up, as well as sponsor's logos on all social media event advertisement to be shared on the East Elgin Community Complex's Facebook. Platinum sponsors may also choose to have their sponsorship recognized on the day of the event as the sponsor of a specific activity (i.e. face painting, photo booth, family friendly entertainment, etc.) *(subject to availability)*.

Gold Sponsor: New Years Eve Sponsorship

Cost: \$500.00

Event promotion includes sponsor's name and logo (if provided) on a sponsorship acknowledgement sign at the EECC on the day of the event and on community posters in the lead up, as well as sponsor's logos on all social media event advertisement to be shared on the East Elgin Community Complex's Facebook.

Silver Sponsor: New Years Eve Sponsorship

Cost: \$100.00

Event promotion includes sponsorship name and logo (if provided) on a sponsorship acknowledgement poster at the EECC on the day of the event. Sponsor logos are shown in sponsorship groups.

If you are interested and wish for us to contact you, please feel free to call, or email.



519 773 5631 ext. 4930



dbroer@eecc.ca

BUSINESS/ORGANIZATION: _____

CONTACT NAME: _____

CONTACT INFORMATION: _____

- I need more information and want someone to contact me.
- I wish to sponsor an event and want someone to contact me.
- I wish to sponsor one of the activities (face painting, family friendly entertainment, photobooth etc.) and want someone to contact me.



CANADA DAY SPONSORSHIP PROGRAM

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EAST ELGIN
Community Complex

Event Sponsorship Opportunity

Canada Day Celebration

The East Elgin Community Complex is excited to again host the annual Kinsmen Fireworks & Canada Day Celebration on **July 1st from 5:00pm to 9:00pm.**

We are looking for program sponsors to make this event a unique family celebration free of charge to the community.

This year's celebrations will include: a social media-capable photo booth, live Childrens musical entertainment, face painting, a petting zoo, ice skating & skate rentals, refreshments, & a Canada Day cake. If you wish to sponsor one of these activities/ offerings, please feel free to contact me.

Or if your business wishes to be an **Event Sponsor** of the Canada Day celebrations, event sponsorship opportunities begin at \$100.00. A sponsorship information package is attached for your review.

Advertising for this event will start in early June. Should your business wish to sponsor this event, we ask that you indicate your commitment by **June 1st** to guarantee inclusion on promotional material.

If you are interested or would like more information, please feel free to call or email me.

Thank you for your support!

Danielle Broer
Parks and Recreation Coordinator
519 773 5631 ext. 1.
dbroer@eecc.ca



EAST ELGIN
Community Complex

CANADA DAY Sponsorship Program

Platinum Sponsor:

Cost: \$1000.00

Event promotion includes sponsor's name and logo (if provided) on a poster at the EECC on the day of the event and on community posters in the lead up, as well as sponsor's logos on all social media event advertisement to be shared on the East Elgin Community Complex's Facebook and on the calendar of events on the EECC website. Platinum sponsorship also includes individual, sponsor-specific social media post promoting the event and thanking the sponsor. Platinum sponsors may also choose to have their sponsorship recognized on the day of the event as the sponsor of a specific activity (i.e. live music, photo booth, etc.) *(subject to availability)*.

Gold Sponsor:

Cost: \$500.00



Event promotion includes sponsor's name and logo (if provided) on a poster at the EECC on the day of the event and on community posters in the lead up, as well as sponsor's logos on all social media event advertisement to be shared on the East Elgin Community Complex's Facebook and on the calendar of events on the EECC website.

Silver Sponsor:

Cost: \$100.00

Event promotion includes sponsorship name and logo (if provided) on event posters at the EECC on the day of the event. Sponsor logos are shown in sponsorship groups.

If you are interested and wish for us to contact you, please feel free to call, or email.

 519 773 5631 ext. 1, dbroer@eccc.ca 

BUSINESS/ORGANIZATION: _____

CONTACT NAME: _____

CONTACT INFORMATION: _____

- I need more information and want someone to contact me.
- I wish to sponsor an event and want someone to contact me.
- I wish to sponsor one of the activities (face painting, live music, skating etc.) and want someone to contact me.

EECC ADVERTISING & SPONSORSHIP SUMMARY

OLYMPIA / ICE RESURFACER

Captivate the attention of viewers as the Olympia / Ice Resurfacers cleans the ice before, during and after hockey games and other on-ice activities. Your company logo, colours, and advertising can be used to create an eye-catching movable billboard advertising your business. Brand the machine to best suit your advertising needs – the limit is your creativity!

Term:	3-Year Agreement
Cost:	\$2,000.00 + HST/ year
Detail:	Entire machine wrapped in vinyl graphic advertising business.

ARENA BOARD ADVERTISING

Arena boards, as commonly seen in NHL arenas, are ice-level advertising panels. These panels can be seen by both fans in the stands and by on-ice users. It is a great way to advertise your business!

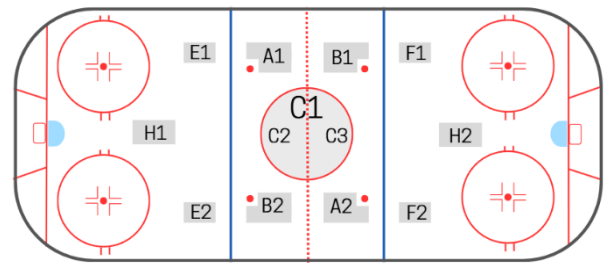
Option 1	
Size:	3-ft high x 4-ft long
Term:	1-year agreement
Cost:	\$378.98 + HST/ year
Option 2	
Size:	3-ft high x 8-ft long
Term:	1-year agreement
Cost:	\$757.98 + HST/ year

Note: Supply and installation of arena board panels is the responsibility of the sponsor. All panels need to be approved by the Manager of Parks & Recreation before installation.

IN-ICE LOGOS

Make an impression with an in-ice logo! Place your company's logo or advertisement directly beneath the ice surface to make a constant impression on both users and spectators during on-ice activities.

Term:	1-Year Agreement
Location: A1, A2, B1, B2, H1, H2	\$947.44 + HST/ year
Location: C1, C2, C3	\$1,218.00 + HST/ year



Note: Supply of an in-ice logo is the responsibility of the sponsor. All logos/ advertising graphics need to be approved by the Manager of Parks & Recreation.

LOBBY ADVERTISING

Make a great first impression with lobby advertising. Visitors entering the facility will see your advertisement first! Lobby advertising space is limited and is available on a first-come, first-served basis. Don't miss this great opportunity!

Term:	1-Year Agreement
Cost:	\$80.00 per square foot + HST/ year

Note: Supply of billboards and advertising panels is the responsibility of the sponsor. All advertising panels and signage need to be approved by the Manager of Parks & Recreation.

TIME OF DAY CLOCK

Be a part of every moment that matters. Time-of-Day Clock advertising places your brand or business alongside the game's most closely watched element (aside from the action on the ice of course), ensuring repeated viewings during play and stoppages.

Term:	1-Year Agreement
Cost:	\$577.19 + HST & production/ year
Detail:	2 – one in each rink

Note: Supply of the panel is the responsibility of the sponsor. All logos/ advertising graphics need to be approved by the Manager of Parks & Recreation.

EECC ADVERTISING & SPONSORSHIP SUMMARY

venu run (LOWER LOBBY TV)

Connect with players, coaches, spectators and staff in a high-impact, captive environment through this opportunity. Your brand is prominently displayed on dressing room assignment screens – viewed repeatedly by teams and event participants at key moments throughout their time in the venue.

Term: Monthly
Cost: \$30.00 + HST & production /month

SKATE AID ADVERTISING

Skate aid advertising connects your brand with families, beginners, and community programs on the ice.

Term: 1-Year Agreement
Cost: \$15.00 + HST & production
Detail: Per skate aid

Note: Supply of the sticker is the responsibility of the sponsor. All logos/ advertising graphics need to be approved by the Manager of Parks & Recreation.

PUBLIC SKATING SPONSORSHIP

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Duration: 1 Public Skate (1.5 hours)
Gold: \$400.00 + HST/ event
Platinum: \$600.00 + HST/ event

For more information, see our skating sponsorship program.

SPECIAL EVENT SPONSORSHIP

The Special Event Sponsorship Program offers local businesses a cost-effective opportunity to support events in our community and to promote their businesses and products. Annual events at the EECC include New Year's Eve and Canada Day.

Duration: Per Event
Silver: \$100.00 + HST/ event
Gold: \$400.00 + HST/ event
Platinum: \$1,000.00 + HST/ event

For more information, see our Canada Day and New Year's Eve sponsorship packages.



EAST ELGIN
Community Complex

Increase your business' visibility among the audiences that matter most!

Become an advertising partner or sponsor today!

Contact a member of our team to get started!

Sponsorship & Advertising Inquiries:

Danielle Broer
519-773-5631 ext. 4930
dbroer@eecc.ca

