

Town of Bon Accord

# COMMUNITY ASSET 2025

SPONSORSHIP OPPORTUNITIES





## Building for tomorrow...

The Town of Bon Accord is not just the home of dark skies where you can clearly view the stars. It's also home to a constellation of community members and businesses that are building a great place to live.

Building a great community includes providing recreational opportunities that matter to us all. Facilities like the arena, the sports field, green spaces, playgrounds and pathways are so important to residents' quality of life. Softball, hockey, soccer, Nordic skiing, biking and walking are all popular activities enjoyed by community members.

Supporting these facilities provides your business with an opportunity to invest in your community. Become a local star and show thousands of area residents how your business is helping to build a vibrant and thriving community.

**Your Sponsorship Supports recreational and cultural facilities, including:**

- Bon Accord Arena
- Soccer Pitch
- Ball Diamonds
- Playgrounds
- Pathways
- Skateboard Park
- Parks

**For more information, please contact the Town of Bon Accord**

**T** 780.921.3550 | **E** [ecdev@bonaccord.ca](mailto:ecdev@bonaccord.ca)



# Sponsorship Opportunities



## BON ACCORD ARENA

The Bon Accord Arena welcomes thousands of visitors every year who participate in the arena's programs and activities. From minor hockey and family recreational skating in the winter, to myriad community programs and events throughout the year, the arena is a community hub for local residents, and a destination for regional visitors.

Align your brand with Bon Accord's community spirit by sponsoring the arena, providing your business with naming rights to the building. You can also connect with current and prospective customers by advertising your business in any of these highly visible locations:

- Ice surface (centre ice, goal line or blue line)
- Player benches
- Arena interior walls
- Ice resurfacer
- Mezzanine
- Dressing room doors
- Public washroom doors
- Stair stringers



# BON ACCORD ARENA





**SPORTS FIELD**

The Bon Accord sports field hosts baseball games, soccer matches, and many community events. Demonstrate your commitment to community spirit by sponsoring a baseball diamond or a soccer pitch.



*add your business name here*



*add your business name here*





## PARKS, PATHWAYS AND GREENSPACES

Every day, local residents use the town's many parks, pathways and green spaces. Champion the community's vibrancy and quality of life by sponsoring a playground, the skate park, or a section of the pedestrian walkway.



*add your business name here*

# 2025 Annual Sponsorship Rates

	Supporter \$500	Friend \$1K	Booster \$2.5K	Leader \$5K	Pillar \$7.5K	Champion \$15K
<b>BON ACCORD ARENA</b>						
Arena full naming rights (min 5 year term)						✓
Arena entrance				✓		
Logo on arena ice (centre circle)				✓		
Logo on arena ice (goal line)			✓			
Logo on arena ice (blue line)					✓	
Sign in mezzanine area			✓			
Logo on ice surfacer					✓	
Sign on a dressing room door (4 total)			✓			
Home bench				✓		
Away bench				✓		
Arena stair stringers / row		✓				
Signage in arena lobby		✓				
Signage on washroom doors	✓					
<b>SPORTS FIELD</b>						
Baseball diamond naming rights (min 3 year term)				✓		
Baseball diamond - sign on fence (3'x 6')		✓				
Soccer pitch - sign on fence (3'x 6')		✓				
<b>PARKS, PATHWAYS AND GREENSPACES</b>						
Sponsor skatepark improvements				✓		
Skatepark - sign on fence (3'x 6')			✓			
Pathway - sponsor segment of pathway	✓					
Pathway bench - sponsor a bench					✓	
Playground - sign on fence (3'x 6')			✓			





## SPONSORSHIP BUNDLES

### Super Value Deal

Combine 3 or more items for a discount

### Multi-Year Agreements

(sponsorship must be paid in advance):

- ✓ 10% off for your 2nd year
- ✓ 15% off for your 3rd year
- ✓ 20% off for your 4th year
- ✓ 25% off for your 5th year





# We want to hear from you.

Call today for more information,  
and create your own personalized  
sponsorship package.

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the Town of Bon Accord**

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