

Township of Brock

2024

ADVERTISING
OPPORTUNITIES



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ABOUT BROCK TOWNSHIP

The Township of Brock is located on the east shore of Lake Simcoe approximately 1.5 hours northeast of Toronto. The municipality represents three distinct urban areas, numerous hamlets, and beautiful countryside. While agriculture is our largest employer, a full range of commercial and industrial businesses are located within the urban areas of Beaverton, Cannington, and Sunderland.

Brock Township's location on Lake Simcoe and the Trent-Severn Waterway make it a popular destination for tourists – both summer and winter.

Why Advertise with us?

The Township of Brock is a growing community with many new families being welcomed to the area. Advertising helps build community awareness and trust. Sponsorship dollars help to support community programs and services that benefit the residents of Brock.

ARENAS WALL SIGNS

Wall Signs are located along the interior walls of the rink, clearly visible from the spectator areas. These ads are an affordable and effective way to promote your local business.

Arena Locations:

Sunderland Memorial Arena
20 Park St. Sunderland, ON

Rick MacLeish Memorial Community Centre
91 Elliot St. Cannington, ON

Foster Hewitt Memorial Community Centre
176 Main St. Beaverton, ON

Specifications & Requirements

- Rates are for a 1-year installation, from September 1 to August 31
- Wall Signs must be manufactured on a minimum 3/8 inch thick corplas (plastic cardboard)
- Wall Sign dimensions - 96 inches long and 48 inches high
- Township of Brock will install signs

Rates:

\$199.02 (HST Included)



ARENAS

RINK BOARD ADS

Rink board ads are prominently located along the borders of ice pads in our arena facilities. Clearly visible from spectator areas, these ads are an affordable and effective way to promote your local business.

Arena Locations:

Sunderland Memorial Arena

20 Park St. Sunderland, ON

Rick MacLeish Memorial Community Centre

91 Elliot St. Cannington, ON

Foster Hewitt Memorial Community Centre

176 Main St. Beaverton, ON

Specifications & Requirements

- Rates are for a 1-year installation, from September 1 to August 31
- Rink Board Signs must be manufactured on a sheet of 3/16 inch clear "Lexan"
- Rink board dimensions - 96 inches long x 36 inches high
- Township of Brock will install panels

Rates:

\$403.41 (HST Included)



ARENAS ICE RESURFACER

The Ice Resurfer is a crowd favourite and something many youngsters look forward to between activities at the arena. The Ice Resurface scrapes and “floods” the ice in between sessions, leaving the ice clean and spotless for the next activity.

Arena Locations:

Sunderland Memorial Arena
20 Park St. Sunderland, ON

Rick MacLeish Memorial Community Centre
91 Elliot St. Cannington, ON

Foster Hewitt Memorial Community Centre
176 Main St. Beaverton, ON

Specifications & Requirements

- Rates are for a 1-year installation, from September 1 to August 31
- Ice Resurfer Signs must be manufactured on magnetized backing
- Size will be determined by the chosen advertising space on the equipment
- Township of Brock will install panels

Rates:

Panel A - Front
\$446.35 (HST Included)

Panel B - Left or Ride Side
\$529.97 (HST Included)



ARENAS IN-ICE ADS

In-Ice Advertising is a great opportunity to have your logo displayed from all viewpoints of the ice surface. Logos will be placed outside of the centre circle, making them a focal point of the ice surface.

Arena Locations:

Sunderland Memorial Arena

20 Park St. Sunderland, ON

Rick MacLeish Memorial Community Centre

91 Elliot St. Cannington, ON

Foster Hewitt Memorial Community Centre

176 Main St. Beaverton, ON

Specifications & Requirements

- Rates are for a 1-year installation, from September 1 to August 31
- In Ice Logos are to be manufactured on vinyl mesh banner material, no larger than 9' x 15'.
- Township of Brock staff will install logos

Rates:

In-Ice Ad - \$565 (HST included)



SPONSORED PUBLIC SKATES



Sponsor a Public Skate that's open to the general public. Pick from one of our regular season skates, or a bonus one over the Winter Holiday Break, or March Break. These skates are available on a first come, first served basis, and do not require pre-registration.

Sponsoring a skate allows participants to attend the skate for free and your business/organization will be recognized as the sponsor. The Township will manage all marketing, promotion, skate patrol and insurance is included with the fee. Dates are subject to availability. Please contact recreation@brock.ca for more details.

Arena Locations:

Sunderland Memorial Arena
20 Park St. Sunderland, ON

Rick MacLeish Memorial Community Centre
91 Elliot St. Cannington, ON

Foster Hewitt Memorial Community Centre
176 Main St. Beaverton, ON

Rates:

Sponsored Skate - 2 Hr. Non-Prime Time
\$209.05 (HST included)

Sponsored Skate 2 Hr. Prime Time
\$262.16 (HST included)



ANNUAL CHARITY GOLF TOURNAMENT

The Township of Brock is proud to host the Annual Charity Golf Tournament, which has been running for over 25 years. Each year the funds raised are used to assist non-profit organizations in completing quality community and youth-oriented projects and programs. In order for the tournament to be successful, we need support from businesses and community organizations in the form of sponsorships and donations. You can contribute to our fundraising efforts by participating in any of the programs listed below. No contribution is considered too small.

GOLD LEVEL - \$2,500

- Corporate Logo and Advertising on all Promotional Print Advertising
- Additional on course signage
- Full Page in the Tournament Program (Distributed to all participants & sponsors)
- Complimentary Hole Sponsorship and signage
- Complimentary Foursome for the Golf Tournament

SILVER LEVEL - \$2000

- Full Page in the Tournament Program (Distributed to all participants & sponsors)
- Complimentary Hole Sponsorship and signage
- Complimentary Foursome for the Golf Tournament

BRONZE LEVEL - \$1000

- Full Page in the Tournament Program (Distributed to all participants & sponsors)
- Complimentary Hole Sponsorship and signage
- Complimentary Twosome for the Golf Tournament

HOLE SPONSORSHIP - \$250

- Recognition in the Tournament Program (Distributed to participants & sponsors)
- Hole Sponsorship and Signage



ADVERTISING SPACE IN THE GOLF PROGRAM

- Advertising in our full colour Golf Tournament Program is an excellent opportunity for you to support our event while also allowing you to advertise your product or service. (Distributed to all participants and sponsors).
- **Full Page Advertisement - \$150**
- **Half-Page Advertisement - \$75**



PRIZE/CASH DONATIONS

- Recognition in the Tournament Program (Distributed to all participants and sponsors).
- Arrangements can be made to pick up your donation or send by courier if necessary. Please contact our office to discuss this option if required.

For more information, please contact
golftournament@brock.ca
705-432-2355 ext. 250



SUMMER CAMP T-SHIRT SPONSORS

Brock Summer Day Camp welcomes over 80 children a week. Our camps are operated out of the Community Centres in each town - Sunderland, Cannington and Beaverton. Each week our campers are gifted a bright yellow t-shirt as a keepsake. If you'd like to see your business listed on the shirts, please select one of the options below.



GOLD LEVEL - \$500

- Logo on official camp t-shirt
- Logo on informational letters that go home weekly
- Social Media Highlight
- Logo on signs at camper sign-in stations

SILVER LEVEL - \$250

- Logo on official camp t-shirt
- Logo on informational letters that go home weekly

BRONZE LEVEL - \$100

- Logo on official camp t-shirt

OTHER IDEA/SERVICE

- If you have any idea of another idea or service that you'd like to provide, please reach out to discuss further.

If you're interested in becoming a sponsor, please contact camp@brock.ca. Request for sponsors goes out annually in May. Payments and logos must be provided prior to June 1st each year.

OUTDOOR MOVIE SPONSORS

The Township of Brock will host Outdoor Movies during the summer season, in the communities of Sunderland, Cannington and Beaverton. The movie is shown on a giant inflatable movie screen with a quality sound system.

GOLD LEVEL - \$500

- Logo included on slideshow to be shown before the movie
- Logo included on signage at the Movie
- Social Media Highlight

SILVER LEVEL - \$250

- Logo included on signage at the Movie
- Social Media Highlight

OTHER SERVICE PROVIDED

if you have another idea for sponsorship or service, please reach out to recreation@brock.ca to discuss further.

Services could include:

- Concessions
- Snacks for guests
- Entertainment before movie
- Giveaways

If you're interested in becoming a sponsor, please contact camp@brock.ca. Request for sponsors goes out annually in May. Payments and logos must be provided prior to June 1st.



LET'S WORK TOGETHER

705-432-2355

www.townshipofbrock.ca

recreation@brock.ca

1 Cameron St. E, Cannington ON, L0E 1E0