



**Cobourg
2017**

Ontario 55+
Winter Games

Jeux d'hiver de
l'Ontario 55+

Opportunities for Fun & Fellowship

Sponsorship Guide



Games
Ontario Jeux de
l'Ontario





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Why Sponsor the 2017 Ontario 55+ Winter Games?

The Town of Cobourg is preparing for the exciting new challenge of hosting the 2017 Ontario 55+ Winter Games. Approximately 1000 participants from across Ontario will experience all of the incredible sporting venues that the surrounding area has to offer.

Sponsorship of the 2017 Ontario 55+ Winter Games provides a unique opportunity for companies to demonstrate community support and directly assist in the development of active older adults from Ontario in 10 different sports. Businesses throughout Northumberland County know the purchasing power of our 55+ population. Older adults represent the largest segment of our local population and are an economically and politically influential group. This demographic offers local businesses an engaged and active market for goods and services, before, during and after the 2017 Ontario 55+ Winter Games.

We are committed to hosting the very best Ontario 55+ Games ever. To achieve this goal, we have a Games Organizing Committee (GOC) composed of a dedicated group of volunteers who are committed to the success of this event, but we cannot do it alone. We will need the help of over 200 volunteers and the financial support of businesses like yours.

Sponsor Level	Cost	Number of Sponsors
Presenting	\$15,000	ONE ONLY
Gold	\$7,500	ONE PER INDUSTRY
Silver	\$5,000	THREE ONLY
Bronze	\$2,500	FOUR ONLY
Sport Sponsor	\$1,000	TEN ONLY
Friends of the 55+ Winter Games	\$500	SIXTEEN ONLY



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Competitive Events

The competitive sporting events will take place Tuesday, February 21st through to Thursday, February 23rd, 2017.

The 2017 Ontario 55+ Winter Games include ten main areas of competition. Each main area of competition is further broken down into specific competitive events. The table below illustrates the sports and events to be hosted at the 2017 Ontario 55+ Winter Games.

Sport	Event	Sport Venue
Alpine Skiing	Giant Slalom Slalom	Brimacombe Orono, ON
Badminton	Doubles – Men's / Women's / Mixed	Cobourg Collegiate Institute Cobourg, ON
Curling	Mixed Teams	Brighton & District Curling Club Brighton, ON & Jack Heenan Arena, Cobourg, ON
Duplicate Bridge	Open Pairs & Teams (4)	Columbus Community Centre Cobourg, ON
Hockey	Open Teams 55+ & 65+	Cobourg Community Centre & Memorial Arena Cobourg, ON
Nordic Skiing	Timed Trials & Prediction – Men's & Women's	Ganaraska Forest Centre Campbellcroft, ON
Prediction Skating	Men's & Women's Singles	Cobourg Community Centre Cobourg, ON
Table Tennis	Men's / Women's / Mixed Doubles	Lions Community Centre Cobourg, ON
Ten Pin Bowling	Open Teams & Singles	Lakeview Bowl Peterborough, ON
Volleyball	Men's / Women's / Mixed Teams	Cobourg Community Centre & St. Mary's Secondary School Cobourg, ON



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PRESENTING SPONSORSHIP - \$15,000

- Category exclusivity
- Right to use the designation – The 2017 Ontario 55+ Winter Games Presented by **“your company”**
- Right to use Event Logo in ALL advertising and promotions
- Right to display/sample products and/or services in sponsor area
- Right to promote in the Participant’s Welcome Packages
- Your logo placement on ALL media correspondence, promotional materials, and letterhead
- Full page advertisement (outside back cover) in Official Event Guide
- Your logo placement on the cover of the Official Event Guide
- Signage throughout ALL venues includes your logo
- Your logo on Results board at all venues
- Logo placement and link (top banner) on the Official 2017 Ontario 55+ Winter Games website
- Your logo recognition (Video screen) at both Opening & Closing Ceremonies
- Video trailer screening at the Opening Ceremonies
- Video trailer posted on the Official 2017 Ontario 55+ Winter Games website
- Your logo placement on 986 participant lanyards
- Your logo placement on Broadcast acknowledgement of your support, pre-event and during the 2017 Ontario 55+ Winter Games
- Title of the VIP Reception at the 2017 Ontario 55+ Winter Games
- Invitations to all official functions:
Opening Ceremonies, Closing Ceremonies, Media Events, and VIP Reception
- Promotional opportunities at the above functions
- Speaking opportunity at the VIP Reception, Opening and Closing Ceremonies
- Medal Presentation opportunities



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GOLD SPONSORSHIP - \$7,500

- Right to use the designation "Gold Sponsor of the 2017 Ontario 55+ Winter Games"
- Right to use Event Logo in ALL advertising and promotions
- Right to display sample products and/or services in sponsor area
- Right to promote in the Participant's Welcome Packages
- Full page advertisement in the Official Event Guide
- Signage throughout ALL venues includes company name and/or logo
- Company name and logo on Results board at venue of choice
- Logo recognition (video screen) at Opening and Closing Ceremonies
- Broadcast acknowledgement of your support, pre-event and during the 2017 Ontario 55+ Winter Games
- Logo placement and link on the Official 2017 Ontario 55+ Winter Games website
- Invitations to all official functions:
Opening Ceremonies, Closing Ceremonies and VIP Reception
- Recognition of your sponsorship at the above functions
- Medal Presentation opportunities



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SILVER SPONSORSHIP - \$5,000

- Right to use the designation "Official Sponsor of the 2017 Ontario 55+ Winter Games"
- Right to use Event Logo in ALL advertising and promotions
- Right to display sample products and/or services in sponsor area
- Right to promote in the Participant's Welcome Packages
- Half page advertisement in the Official Event Guide
- Signage at Venue of your choice includes company name and/or logo
- Logo recognition (video screen) at both Opening & Closing Ceremonies
- Logo placement and link on the Official 2017 Ontario 55+ Winter Games website
- Invitations to all official functions:
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- Recognition of your sponsorship at the above functions
- Medal Presentation opportunities



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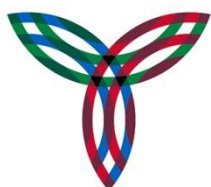
BRONZE SPONSORSHIP - \$2,500

- Right to use the designation "Official Sponsor of the 2017 Ontario 55+ Winter Games"
- Right to use Event Logo in ALL advertising and promotions
- Right to display sample products and/or services in sponsor area
- Right to promote in the Participant's Welcome Packages
- Quarter page advertisement in the Official Event Guide
- Logo on signage throughout ALL venues
- Logo recognition (video screen) at both Opening & Closing Ceremonies
- Logo placement and link on the Official 2017 Ontario 55+ Winter Games website
- Invitations to all official functions:
Opening Ceremonies, Closing Ceremonies and VIP Reception



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LOCAL MEDAL SPONSORSHIP - \$1,500

As part of the 2017 Ontario 55+ Winter Games, the Games Organizing Committee is commissioning approximately 600 medals to be presented to the winners in each sport. The medals will be a unique design created by a local artist(s) to showcase the talent in our community. In order to support our local artist(s) involved in this project, we would like to secure a Local Medal Sponsor(s) to provide an honorarium for the artist's time on this project.

- Display at Opening/Closing Ceremonies
- Logo on Sponsor recognition banners at venues
- Medal Presentation opportunities
- Recognition on the Official 2017 Ontario 55+ Winter Games website as the local medal sponsor
- ¼ page advertisement in the Official Event Guide



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SPORT SPONSORSHIP - \$1,000

- Signage at Venue(s) hosting your sport of choice includes your company name and/or logo
- Medal Presentation opportunities
- Recognition on the Official 2017 Ontario 55+ Winter Games website as Sponsor of your sport choice
- Business Card advertisement in the Official Event Guide



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FRIENDS OF THE WINTER GAMES SPONSORSHIP - \$500

- Business Card advertisement in the Official Event Guide
- Logo on signage throughout ALL venues



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SPECIAL SPONSORSHIP OPPORTUNITIES

West Northumberland Curling Club will host the 2017 Ontario Men's Tankard combined with the Ontario Scotties Tournament of Hearts at the Cobourg Community Centre from January 30th to February 5th. We therefore are able to offer the special deals below which provide our sponsors benefits through **both** major events.

\$750 Package

- Business Card advertisement in the 2017 Ontario 55+ Winter Games Official Event Guide
- Logo on signage throughout ALL 2017 Ontario 55+ Winter Games venues
- 2 Tickets to semifinal and finals of the 2017 Ontario Tankard and Scotties Tournament
- Eighth of page ad in the 2017 Ontario Tankard & Scotties program

\$1,500 Package

- Signage at venues during the 2017 Ontario 55+ Winter Games includes your company name and/or logo
- Business Card advertisement in the 2017 Ontario 55+ Winter Games Official Event Guide
- 2017 Ontario 55+ Winter Games Medal Presentation opportunities
- Recognition on the Official 2017 Ontario 55+ Winter Games website
- 2 week long passes to the 2017 Ontario Tankard and Scotties Tournament
- Quarter page ad in the 2017 Ontario Tankard and Scotties Tournament program
- Web links on all 2017 Ontario Tankard and Scotties Tournament social media platforms



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