

Municipality of Southwest Middlesex

Advertising & Sponsorship

Information Guide 2024



Advertising Opportunities

We are excited to extend our heartfelt gratitude to all potential sponsors and advertisers for considering partnering with the Municipality of Southwest Middlesex. As a local government entity committed to fostering community growth and prosperity, we firmly believe in the immense benefits that arise from collaborations with businesses and organizations. By sponsoring programs and advertising with us, you not only contribute to the enhancement of our community's well-being but also gain invaluable opportunities to promote your brand, reach a diverse and engaged audience, and create lasting positive impacts. Your support enables us to continue offering vital services and events that enrich the lives of our residents, making Southwest Middlesex an even more vibrant and thriving place to live, work, and visit.

Arena Wall Advertising

Our arena wall ads are custom made to your liking and displayed on the north wall of the Southwest Middlesex Recreation Centre arena.

Location: 138 Mill Street, Glencoe, ON.

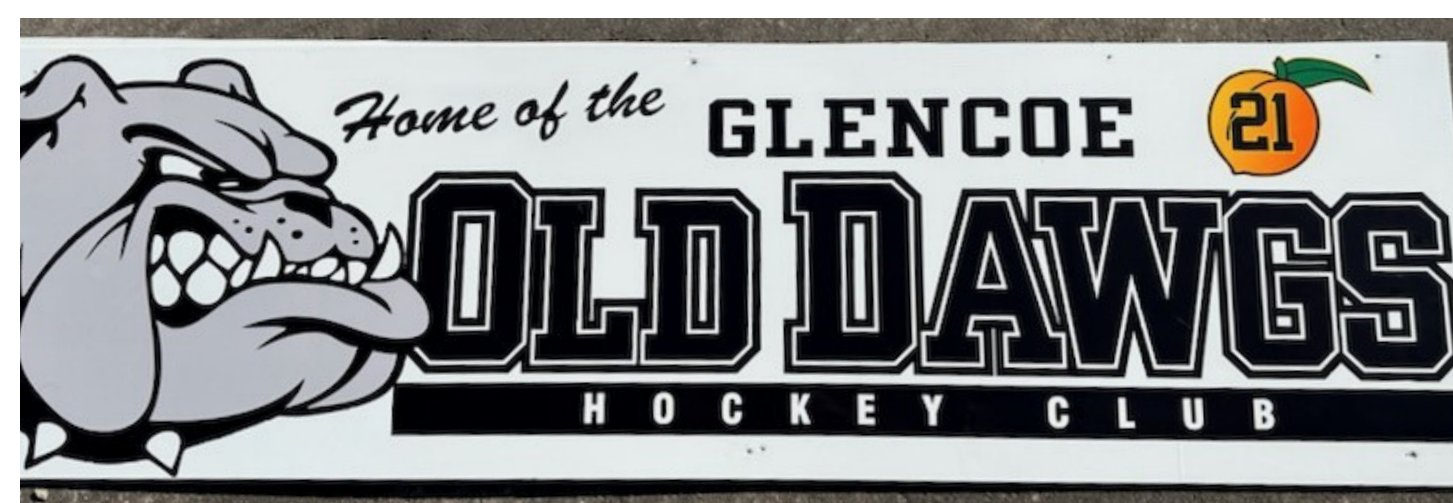
Dimensions: 2' wide by 7' long.

1st Year Cost: \$250.00

Subsequent Year(s) Cost: \$150.00

Term of Advertisement: October 1, 2024 to October 1, 2025.

of Ad Spaces Available: 6 (As of March 25)



Arena Board Advertising

Our arena board ads are custom made to your liking and displayed within the boards of the Southwest Middlesex Recreation Centre arena.

Location: 138 Mill Street, Glencoe, ON.

Dimensions: 36.5" wide by 8' long.

1st Year Cost: \$400.00

Subsequent Year(s) Cost: \$300.00

Term of Advertisement: October 1, 2024 to October 1, 2025.

of Ad Spaces Available: 2 (As of March 25)

Arena In-Ice Advertising

Our arena in-ice ads are a large and vibrant display of your logo near center ice at the Southwest Middlesex Recreation Centre arena.

Location: 138 Mill Street, Glencoe, ON.

Dimensions: 2' wide by 7' long.

1st Year Cost: \$500.00

Subsequent Year(s) Cost: \$400.00

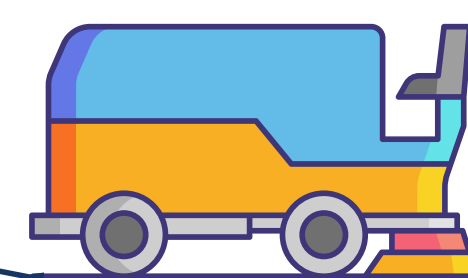
Term of Advertisement: October 1, 2024 to the end of the ice season (mid to late April).

of Ad Spaces Available: 6 (As of March 25)



Olympia Advertising

The Municipality of Southwest Middlesex is currently seeking a business to sponsor our Olympia. Your ad would be a custom wrap put onto our Olympia for everyone to see. Inquiries regarding this option are asked to reach out to Kevin Miller at kmiller@southwestmiddlesex.ca.



Sponsorship Opportunities

The Municipality of Southwest Middlesex offers a variety of sponsorship opportunities. Each option provides a unique mean of promoting your business and supporting our communities. All sponsorships are greatly appreciated as they support wellbeing of our residents and beautification of Southwest Middlesex.

Public Skating

Sponsoring a public skate allows our communities to access skating without any financial worry.

Location: 138 Mill Street, Glencoe, ON.

Time: Sundays 11:30-1:00pm.

Cost: \$150.00 per public skate

Perks: Your company name/logo will be displayed within our:

- Social media posts for the skate
- Fall-Winter Recreation Guide
- Website at www.southwestmiddlesex.ca under Ice Time & Skating

Our Goal: To make every Sunday public skate free for residents.



Recreation Program

The Municipality of Southwest Middlesex currently welcomes sponsorships for our Yoga and Pickleball programs. By sponsoring a class you will be making a class free for our communities to participate in.

Cost: \$60.00

Perk: Your company name/logo will be displayed within our social media posts for the program/class.

Public Swimming

Sponsoring a public swim allows our communities to access swimming without any financial worry.

Location: 138 North Street, Glencoe, ON.

Time: Thursdays 6:30-8:30pm & Holidays

Cost: \$170.00 per public swim

Perks: Your company name/logo will be displayed within our:

- Social media posts for the swim
- Spring-Summer Recreation Guide
- Website at www.southwestmiddlesex.ca under Aquatics

Our Goal: To make every Thursday evening public swim free for residents.

Glencoe Gators Swim Team

Our Glencoe Gators Swim Team is a group of passionate kids aged 4-16 that trains throughout the entire summers and competes in local competitions. This sponsorship will go towards purchasing team shirts and hosting our annual swim meet.

Cost: \$300.00 for the season

Perks: Your company name/logo will be displayed within our:

- Social media posts for the swim team
- Spring-Summer Recreation Guide
- Website at www.southwestmiddlesex.ca under Aquatics



Sponsorship Opportunities

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Flower Baskets

Every summer Southwest Middlesex displays flower baskets within the towns of Appin, Glencoe, Melbourne, Middlemiss and Wardsville. Each flower basket is available to sponsor for the season. To review our flower basket locations, please visit www.southwestmiddlesex.ca and click on Flower Basket Program. In return for your sponsorship, a custom recognition sign will be displayed above your basket.

Cost: \$80.00

Sponsorships Due: May 1, 2024

Flower Planter Boxes

Every summer Southwest Middlesex displays flower planter boxes within the towns of Appin, Glencoe, Melbourne, Middlemiss and Wardsville. Each box is available to sponsor for the season. To review our flower planter box locations, please visit www.southwestmiddlesex.ca and click on Flower Basket Program. In return for your sponsorship, a custom recognition sign will be on your box.

Cost: \$90.00

Sponsorships Due: May 1, 2024



Canada Day 2024

The Southwest Middlesex Canada Day Committee is well underway planning this years festivities. All donations towards our celebrations go towards the cost of fireworks.

Location: Glencoe Fairgrounds, 268 Currie Street, Glencoe, ON.

Cost: Whatever you can donate.

Perks: You will receive a donation receipt for income tax purposes and your company name/logo will be displayed within our:

- Flyer handout to local schools (spaces are limited)
- Flyer mailout to Southwest Middlesex residents (spaces are limited)
- Posters within local businesses
- Spring-Summer Recreation Guide
- Website at www.southwestmiddlesex.ca under Canada Day 2024

Our Goal: To raise a few thousand dollars to provide the best fireworks show possible to our community.

Promotional Deadline: To make sure your donation is included in our event flyer we ask you make your donation by May 20, 2024

Donation Deadline: June 10, 2024



Reserve Your Spot Today

It's crucial to reserve your sponsorship or advertising space as soon as possible, as opportunities are limited and tend to fill up quickly. By securing your spot early, you ensure maximum visibility and impact for your brand or message. The Municipality of Southwest Middlesex deeply appreciates the support of sponsors and advertisers, whose contributions help sustain and enhance community initiatives. Your partnership plays a vital role in fostering growth, development, and the well-being of our communities. To reserve your spot, please reach out to one of the staff members listed below.

Contact Us

Sam Cormier

Recreation Coordinator

Municipality of Southwest Middlesex

scormier@southwestmiddlesex.ca

519-287-2015 x8121

Kevin Miller

Manager of Community Services & Facilities

Municipality of Southwest Middlesex

kmiller@southwestmiddlesex.ca

519-287-2015 x8112

Municipality of Southwest Middlesex Offices

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519-287-2015

Check Out Our Socials



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Southwest Middlesex*



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Municipality*

