

## TITLE SPONSORSHIP

### NAMING RIGHTS:

- Right to be designated as an Official Sponsor of a pre-determined Section Event or Team

### PARTNERSHIP RIGHTS:

- Event Exclusivity in product category
- Right to use the official Skate Canada-Western Ontario logo for promotional purposes
- Right to run consumer/business promotions (subject to Skate Canada-Western Ontario approval)
- Opportunity for a non-saleable trade show booth on-site (subject to space availability and facility regulations)
- Opportunity to include coupons or samples in volunteer/skater packages

### MARKETING ELEMENTS:

- Logo will appear on sponsor banners placed in competition facilities and other selected venues as determined by Skate Canada-Western Ontario
- Opportunity to display an inflatable or to bring a mascot on-site (subject to approval)
- Other relevant signage as pre-determined

### PROMOTIONAL OPPORTUNITIES:

- One full-page advertisement in prime location as is available in the Sectional program (camera-ready artwork to be provided by the sponsor at their expense)
- Recognition on sponsor acknowledgement page in souvenir program
- Logo recognition on materials promoting the event
- Inclusion in all club mail outs (material to be provided by sponsor)
- Logo/link on Skate Canada-Western Ontario website for the duration of the agreement
- Inclusion on Skate Canada-Western Ontario "Friends of Skating Page" for the duration of the agreement
- Receive a Skate Canada-Western Ontario Annual Report
- One half-page advertisement in other competition programs

### HOSPITALITY:

- Tickets to Western Ontario sponsored events
- Invitation to Western Ontario Annual General Meeting and Awards presentation
- Invitation to Western Ontario Board event

