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905-727-3123 ext. 3134



TOWN OF AURORA
FACILITY SPONSORSHIP





FACILITY SPONSORSHIP WITH THE TOWN OF AURORA

Put your brand in front of your customers and your community. Facility sponsorship offers a new and unique opportunity to showcase your community pride by creating a tangible link between your business and Aurora’s citizens and visitors. Facility sponsorship is an investment in your brand and your community, giving you exposure to tens of thousands of people every year.

The Town of Aurora is a fast-growing community, with a small-town atmosphere located in the heart of the Greater Toronto Area. According to MoneySense Magazine’s “Best Places to Live” survey, Aurora is one of Canada’s most desirable communities.



1.3 MILLION
annual visitors



61,845*
residents



\$155,457*
avg. household income

INVEST IN AURORA

Aurora is a strong supporter of culture, arts, youth and healthy and active lifestyles for residents of all ages. We have up-to-date, multi-use indoor and outdoor recreational facilities and a variety of programs, playing fields, parks and trails. The newly-renovated Aurora Family Leisure Complex features an updated Club Aurora fitness area with an indoor walking track, new program rooms, a climbing wall and a new gymnasium. Revenue received from our sponsors directly supports our programs, ensuring we can offer our growing community affordable and fun programs in a safe environment. It's a win-win for everyone!



FACILITY SPONSORSHIP OPTIONS

PRIMARY FACILITY ASSETS

Cost: \$10,000/year with a five-year commitment

- ▶ Arena
- ▶ Pool
- ▶ Skate Park
- ▶ Gymnasium
- ▶ Artificial Turf Fields
- ▶ Walking Trails
- ▶ Dog Park

SECONDARY FACILITY ASSETS

Cost: \$2,000 - \$3,000/year with a three to five year commitment

- ▶ Walking Track
- ▶ Climbing Wall
- ▶ Teaching Kitchen
- ▶ Meeting Rooms
- ▶ Dressing Rooms
- ▶ Program Rooms
- ▶ Grass Fields
- ▶ Tennis Courts
- ▶ Baseball Diamonds
- ▶ Basketball Courts
- ▶ and more!

+ ADDITIONAL BENEFITS where applicable

- Interior signage
- Way finding signage
- Name change on permits, scheduling monitors and publications
- Custom activations
- Free use of named space
- Asset Exclusivity
- and more!

