

# City of Mississauga

## Sponsorship Overview





# about Mississauga

## Mississauga is a corporate capital

With close to 63,000 registered businesses employing more than 400,000, Mississauga is home to 71 Fortune 500 Canadian or major divisional head offices and 50 Fortune Global 500 Canadian headquarters.

## Mississauga is Canada's gateway

Home to Canada's largest airport servicing 32 million passengers on more than 70 airlines with non-stop service to 180 destinations in 60 countries around the globe. Mississauga is also within a day's drive of North America's most prosperous regions.

## Mississauga is safe

Recognized as the safest city in Canada 8 years in a row. Mississauga offers family-oriented sports, leisure & arts facilities with 11 community centres and a vibrant downtown city centre with major retail, office, entertainment and condo living.

## Mississauga is green

We have more than 480 parks & 23 major trail systems including part of a 485 mile (780 km) waterfront trail running from Niagara-on-the-Lake to the Quebec border.





# who is Mississauga?

- Average Household Income: \$80,000  
(\$22,000 higher than national average)
- Post-Secondary Educated: 59%  
(highest proportion in Canada)
- 40% of residents aged 20 to 44
- 23% of residents aged 45 to 64
- Gender Split: 49% Male 51% Female
- Culturally Diverse Population: 41% of residents speak an additional language to English





# about Sponsorship

## The City of Mississauga takes pride in the quality of life it provides

Our mandate in the City's Sponsorship and Corporate Development Unit is to ensure this quality of life is preserved and enhanced.

## We can't do it alone

With a growing, demographically diverse population, the City must fund thousands of programs and the facilities to run them. Strong, corporate partnerships help support these programs and keep our communities thriving.

**Close to 100%  
of sponsorship and  
advertising revenues go  
directly back to the  
facilities, programs &  
events sponsored.**





# partnership with the city

## It's a win-win partnership

The City of Mississauga's Sponsorship & Corporate Development Unit creates strategic, mutually beneficial sponsorship packages that advance your company's goals and enhance the lives of Mississauga residents.

The Unit connects you to opportunities in every City division and department: Culture and Celebration Square, Recreation, Arenas and Community Centres, Parks, Environment, Library, Fire & Emergency Services, and more. A one-stop shop.

## Sponsorship means

- Partnering with the 6th largest city in Canada, a growing, culturally diverse and economically prosperous community
- Enhancing your community relations through recognition of your support of valuable initiatives
- Engaging your audience through meaningful, public collaborations and messaging
- Reaching 757,000 Mississauga Residents through city-wide venues & media properties





# types of sponsorship

## Arts & Culture

- Mississauga Celebration Square Event Sponsorship
- Meadowvale Theatre

## Community Support Programs

- Sauga At Play
- Got Skates?
- Let's Play in the Park
- Learn to Swim

## Digital Screen & Web Advertising

- City-wide Digital-Screen Network
- ActiveMississauga.ca
- Let Your Green Show

## Environment

## Library

- Literacy Program Sponsorships
- Maker Mississauga Sponsorship

## Fire & Emergency Services

- Home Safe Home Sponsorship
- Learn Not To Burn Sponsorship

## Naming Rights

- Celebration Square Elements
- Local Arenas

## Sports & Recreation

- Arena Advertising
- Community Centre Advertising
- Sporting Events

## Seniors/Older Adults

- Active+ Print Advertising
- Event Sponsorship

## Youth

- Rebel Week Sponsorship







# Celebration Square

## Help Celebrate Culture in the City

Since opening in May 2011, Mississauga Celebration Square has hosted more than 400 events and attracted more than 2,000,000 visitors, transforming the city's downtown into a vibrant event destination.

Event sponsorship funds these free events and offers companies an opportunity to engage with the community. Enhance your corporate brand, promote your products and services and help foster the growth and sustainability of culture in Mississauga. Signature events include *Victoria Day Pep Rally*, *Canada Day Celebration*, *SoundBites*, *Light Up The Square* and the *New Year's Eve bash*.





# Community Programs

## Marketing Matters

Through sponsorship and corporate donation, the City is able to offer free after-school, summer and sports programs to children and youth. Supporting these programs helps enrich the lives of children and their communities and remove financial barriers to participation. By providing accessible, recreational programming to develop athletic, artistic and social skills, these programs strengthen physical and mental health and overall self-esteem.

Key community programs include *Sauga At Play*, a supervised, city-wide drop-in for youth, *Let's Play in the Park*, a half-day summer drop-in for children, at 13 City parks, and *TML Fundamentals*, a 4-week introduction to skating.





# Digital Advertising

## Be a part of our network

Mississauga's digital screens offer program and facility information, time, date, weather and digital advertising opportunities, in every City facility.

With unparalleled frequency, reach and repetition, digital screen ads build awareness for your brand and deliver your message to the Mississauga marketplace. *More than a million in foot traffic per month. 17 million per year.*

[activemississauga.ca](http://activemississauga.ca) is the definitive online resource and registration tool for all City facilities, schedules and recreation programs.

Advertising on [activemississauga.ca](http://activemississauga.ca) allows you to connect with your target market 24/7, providing round-the-clock visibility along with expanding your market with faster, wider reach: 757,875 average monthly page views and 401,064 average monthly users.





# Library

## The Library Changes Lives

Mississauga libraries provide a range of services and creative spaces to meet the life-long informational, educational, cultural and recreational needs of all City residents. One of the largest public library systems in Canada, The Library has 18 city-wide locations, almost 5 million annual visitors, over 300,000 registered users and provides 54,350 service hours every year.

Help enhance and empower our communities with opportunities for life-long learning. Sponsor or donate to The Library's literacy programs, events and Maker Spaces.





# Sports and Recreation

## Get right into the action

Get great advertising exposure through the City's arenas and community centres.

With over 12 million in yearly foot-traffic, our recreational facilities deliver a massive, captive audience, packing plenty of purchasing power. Rink Boards, Signage, Zamboni wraps, on-site activations and event sponsorship will enhance your corporate image and community relations.

And 90% of your advertising dollars go right back into supporting the facilities and their local programs.





# Older Adults

## Reach Out to the City's Fastest-Growing Demographic

Mississauga is committed to providing programs, services and facilities that are accessible and responsive to the needs of older adults. Sponsorship and advertising dollars help to do this.

Whether sponsoring events such as the Older Adult Expo and the 2018 Seniors Games or advertising in **active+** magazine, the City's definitive resource for active older adults, your corporate image will shine.

**active+** offers advertisers city-wide reach in a full colour, quarterly format.





# Fire & Emergency Services

## Together, We Can Save Lives

The mission of Mississauga Fire & Emergency Services is to protect life, property and the environment from all perils. Mississauga Fire Fighters are committed to educating, mentoring and protecting our communities.

Sponsorship aligns your brand with this mandate and with the higher authority of MFES. Public education programs, such as *Home Safe Home*, deliver crucial, fire safety messaging and are provided through your corporate support.





# Naming Rights

## Your Name Here!

The SportZone is a 200,000 sq. ft., state-of-the-art community recreation facility serving sports teams from across the GTA.

**The facility boasts:**

- Indoor soccer field with regulation FIFA specifications
- 2 lit outdoor soccer fields with Field Turf – One field is domed November to April annually
- 3 indoor basketball courts with one regulation NBA-sized court
- Official practice facility of the Raptors 905
- Gymnastics Mississauga’s home gymnastics facility
- Fitness Centre
- 2 dance studios
- Mississauga Sports Hall of Fame

There is a unique opportunity for a company to become the new Venue Naming Rights Sponsor of this extensive and diverse Mississauga community recreational facility.



# sponsorship fee & reach ranges

Element	Location(s)	Foot traffic/Audience	Fee
Celebration Square Event Sponsorships	Civic Centre	1000-150,000 /event	\$500-\$35,000
On-Site Activations	Facilities/venues City-Wide	Varies with location	\$500-\$1500 /day
Arena Rink Boards	12 City arenas	300,000-13 million /yr.	\$1300 /year
Arena/Community Centre Signage	2x City arenas & Community Centres	300,00-13 million /yr.	\$2000 /year
Arena Ice Machines	12 City arenas	300,00-13 million /yr.	\$3000-\$6000 /year
Digital Screen Advertising	City-Wide	17 million /year	\$500 /month
City Website Advertising	City-Wide	750,000 /month	\$300 /month
Community Support Program Sponsorships	After-school, Fire, Library, Recreation	Varies with program	\$5000-\$100,000 /yr.



# sponsorship & corporate development

**Michael Campbell**

Manager, Sponsorship & Corporate Development

The City of Mississauga

**905-615-3200 ext. 3461**

[michael.campbell@mississauga.ca](mailto:michael.campbell@mississauga.ca)

Custom sponsorship packages developed  
to meet your community relations & marketing needs

