



City of Markham Sponsorship Asset List





Angus Glen Community Centre

1.1 Million Annual Visitors

Interior Naming Rights

The **East Rink** at Angus Glen, the larger of the two rinks, offers premium branding opportunities both inside and out. Its **Mezzanine glass walls** provide excellent visibility into the rink, while the expansive open areas create prime spaces for maximizing brand exposure. The **West Rink** is currently sponsored by **Kylemore Homes**.

The upper-level concession stand has been transformed into the *Kylemore Lounge*, opening in December 2024. The lower-level concession stand will be transformed into the **Midea Home Appliance Community Kitchen and Pantry** offering a unique, interactive space that engages residents on the lower-level. This space is strategically located near the Angus Glen Library, Gymnasium, and directly across from the lower-level service desk receiving consistent traffic throughout the day.

The **Angus Glen Gymnasium** is located on the lower floor, directly across from the proposed location for the *Midea Home Appliance Community Kitchen and Pantry*. This well-utilized space urgently requires pickleball court lines, as pickleball is the primary sport played here. A gymnasium sponsorship will enable the necessary funding to create a highly desired space while offering Midea Home Appliance significant branding opportunities in a high-traffic area with consistent daily usage.





East Rink Advertising

Advertising Assets Include:

- | | |
|---|----------------------------|
| A. Exterior Glass Panel – Corner (select 1) | Dimensions = 288"W x 84"H |
| B. Exterior Glass Panel - Middle (select 1) | Dimensions = 288"W x 48"H |
| C. Corner Wall Vinyl Sticker (x1) | Dimensions = 180" W x 96"H |
| D. Arena Spectator Glass Panels (x10) | Dimensions = 41"W x 22"H |
| E. Back Wall Vinyl Sticker (x2) | Dimensions = 96"W x 48"H |
| F. Rink Board Sticker (x2) | Dimensions = 96"W x 36"H |
| G. Step Decals (x36) | Dimensions = 32"W x 4"H |
| H. Zamboni Wall (x1) | Dimensions = 120"W x 120"H |
| I. On Ice Logo (x2) | Dimensions = TBD |

Interior Community Centre Advertising

Advertising Assets Include:

- | | |
|----------------------------------|--------------------------|
| A. Arena Door Wrap | Dimensions = 41"W x 22"H |
| B. Bookcase/Media Corner | Dimensions = 78"W x 94"H |
| C. Library Entrance Backlit Sign | Dimensions = 96"W x 46"H |

Midea Home Appliance Community Kitchen and Pantry

Advertising Assets Include:

- A. Entrance Backlit Sign - Dimensions = 46"W x 96"H
- B. Community Kitchen & Pantry - Dimensions = 30ft W x 14ft L

Gymnasium Advertising

Advertising Assets Include:

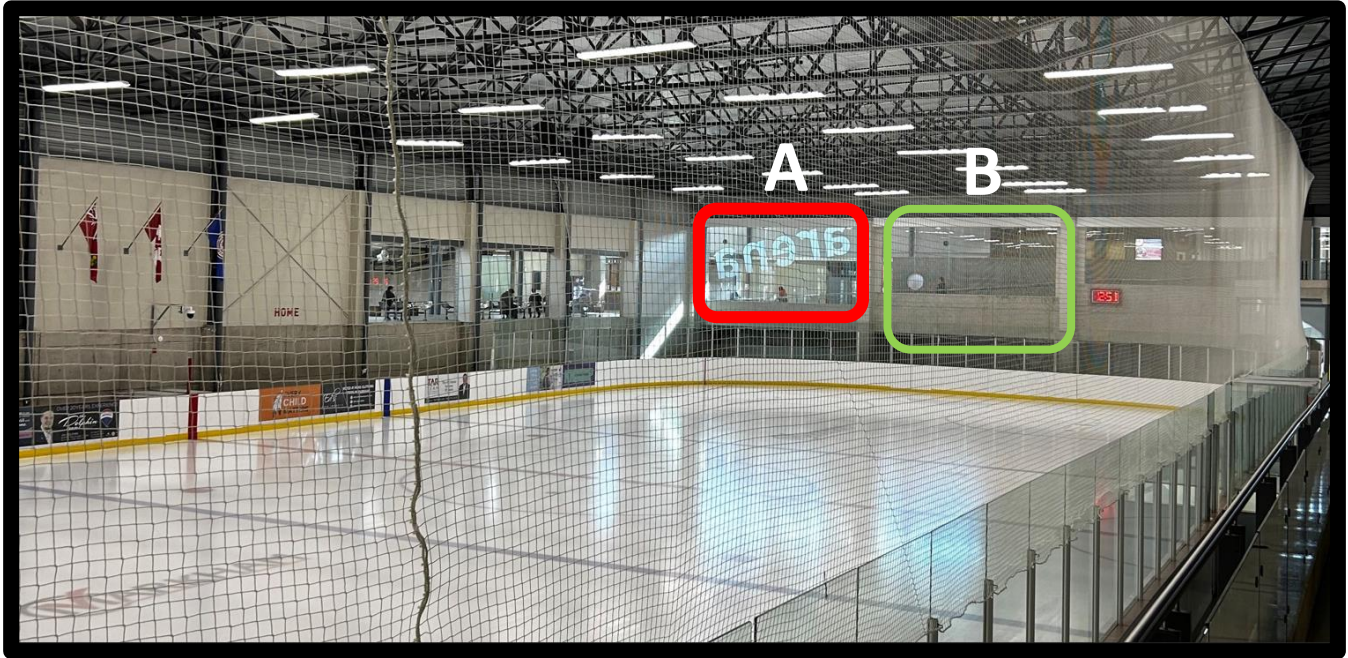
Banner/Vinyl Walls - Dimensions = 20ft W x 10ft H



East Rink Advertising

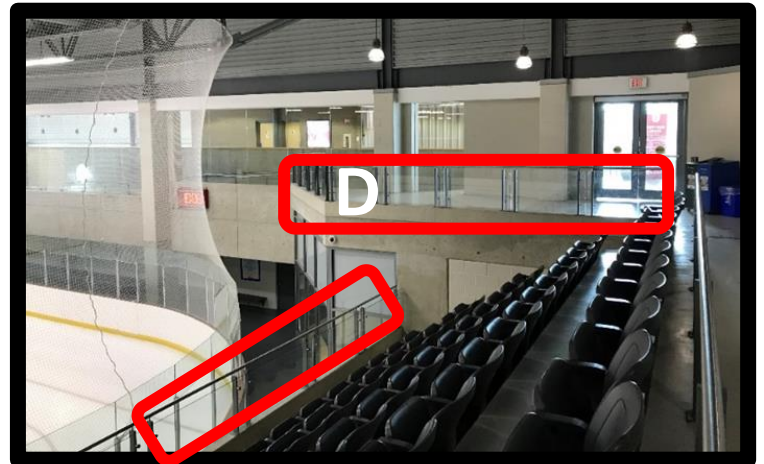
- A. Exterior Glass Panel – Corner (select 1)
- B. Exterior Glass Panel - Middle (select 1)

Dimensions = 288"W x 84"H
Dimensions = 288"W x 48"H



- C. Corner Wall Vinyl Sticker (x1)
Dimensions = 180" W x 96"H

- D. Arena Spectator Glass Panels (x10)
Dimensions = 41"W x 22"H





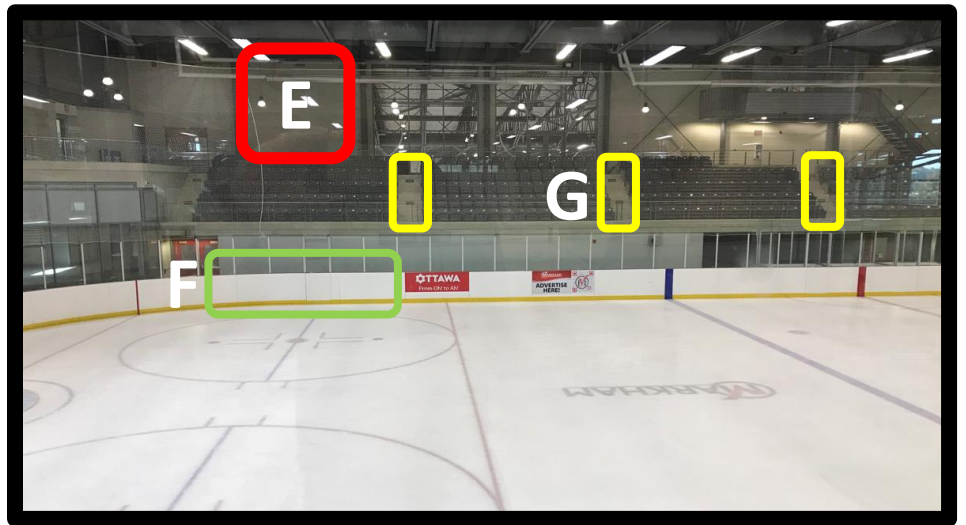
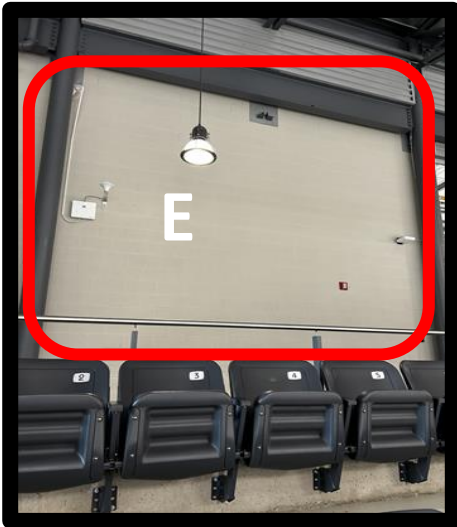
East Rink Advertising

- E. Back Wall Vinyl Sticker (x2)
- F. Rink Board Sticker (x2)
- G. Step Decals (x36)

Dimensions = 96"W x 48"H

Dimensions = 96"W x 36"H

Dimensions = 32"W x 4"H



- H. Zamboni Wall (x1)
Dimensions = 120"W x 120"H

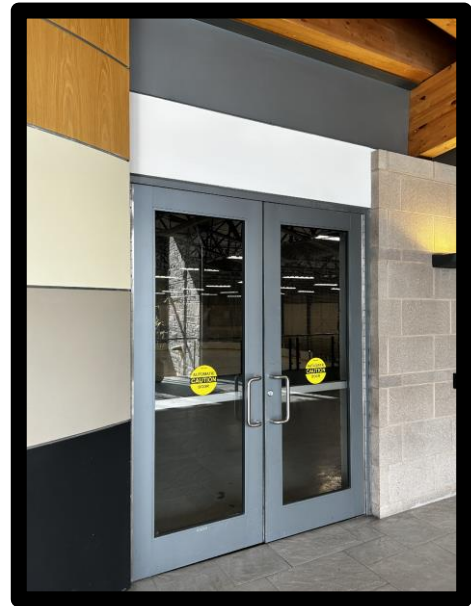
- I. On Ice Logo (x2)
Dimensions = TBD



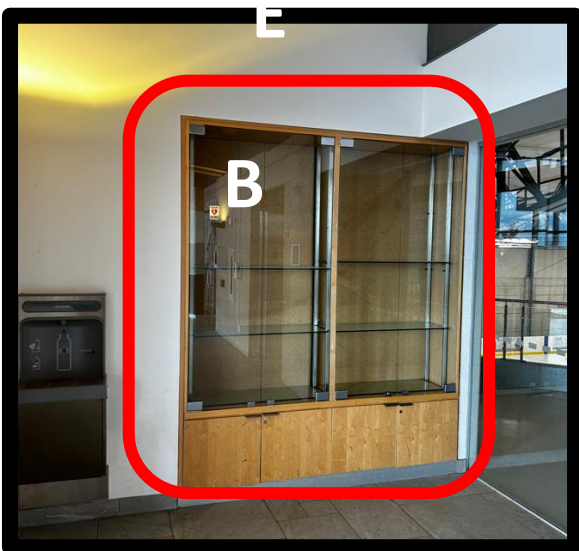


Interior Community Centre Advertising

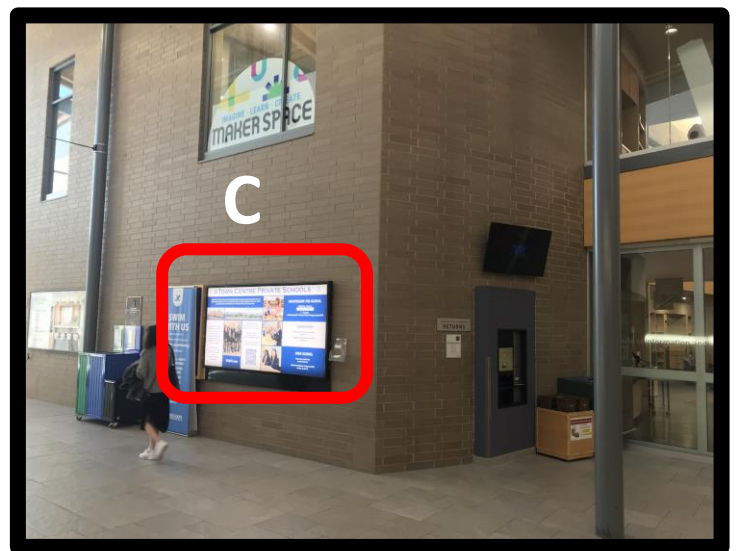
A. Arena Door Wrap - Dimensions = 41"W x 22"H



B. Bookcase/Media Corner
Dimensions = 78"W x 94"H



C. Library Entrance Backlit Sign
Dimensions = 96"W x 46"H





Midea Home Appliance Community Kitchen and Pantry

A. Entrance Backlit Sign
Dimensions = 46"W x 96"H

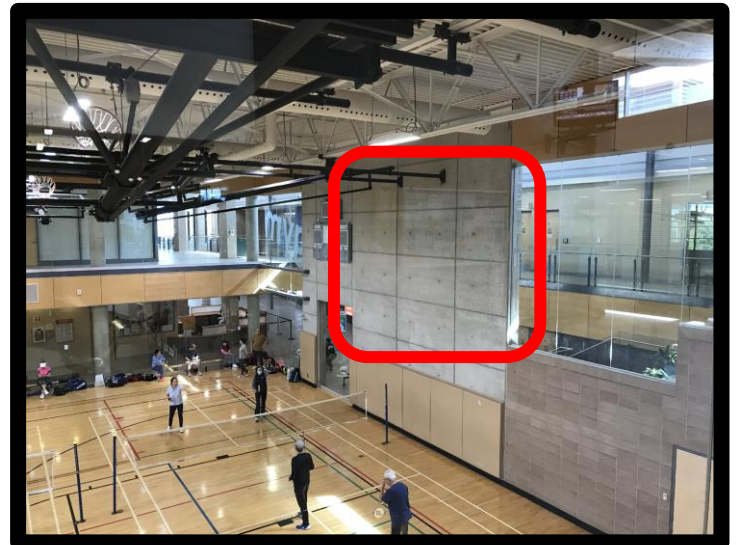
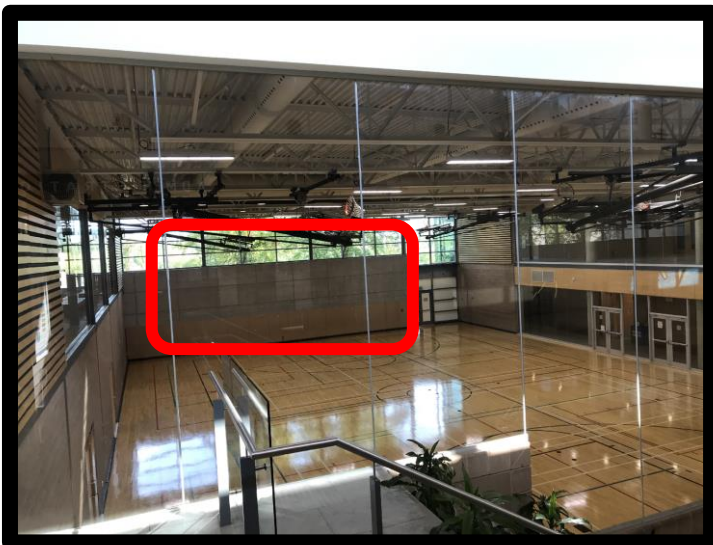
B. Community Kitchen & Pantry
Dimensions = 30ft W x 14ft L



Gymnasium Advertising

A. Gym Wall Banner (x2)

Dimensions = 20ft W x 10ft H





At the heart of Angus Glenn Community Centre

The City of Markham values partnerships that enrich the experiences for our residents in our public spaces. Through sponsorships, we aim to foster meaningful collaborations that improve accessibility, enhance visibility and strengthen community engagement.

At the heart of the Angus Glen Community Centre, there is an opportunity introduce a four-sided media hub, strategically visible from all four entrances. This media hub would serve as a central platform for sharing promotional content and community information, ensuring high visibility in a key community space.

Proposed sponsor-funded upgrade at Angus Glen Community Center may include:

Ceiling-Mounted TV Upgrade

- Upgrade the existing TV to a **four-sided media hub**
- Provides maximum exposure from all four entrances
- Centrally located near the **East Rink and Gym Mezzanine**
- Mix of branding and community content
- **Sponsor-funded upgrade**



Quote from ICON Media Communications Inc.

- Option 1: 43" LCD Displays
 - **\$11,479.27**
- Option 2: 50" LCD Displays
 - **\$11,835.27**
- Option 3: 55" LCD Displays
 - **\$12,543.27**



S P O N S O R S H I P

It's a win-win partnership!

City of Markham Sponsorship Proposal

The City of Markham proposes a five (5) year sponsorship agreement which includes:

Year 1 (2025)

- East Rink Naming Rights: \$25,000/year
- Gym Floor Resurfacing & Sponsorship: \$55,000 (1 year)
- Lower Lounge Renovation: \$50,000 (quote)
- Lower Level Annual Lease: \$24,000/year (\$2,000/month)
- Canada Day Entertainment Sponsor: \$30,000/year

Total Year 1 Investment: \$184,000 + marketing material

Year 2 (2026)

- East Rink Naming Rights: \$25,000/year
- Lower Level Annual Lease: \$24,000/year (\$2,000/month)
- Canada Day Entertainment Sponsor: \$30,000/year

Total Year 2 Investment: \$79,000 + marketing material

Year 3 (2027)

- East Rink Naming Rights: \$25,000/year
- Lower Level Annual Lease: \$24,000/year (\$2,000/month)
- Canada Day Entertainment Sponsor: \$30,000/year

Total Year 3 Investment: \$79,000 + marketing material

Year 4 (2028)

- East Rink Naming Rights: \$25,000/year
- Lower Level Annual Lease: \$24,000/year (\$2,000/month)
- Canada Day Entertainment Sponsor: \$30,000/year

Total Year 4 Investment: \$79,000 + marketing material

Year 5 (2029)

- East Rink Naming Rights: \$25,000/year
- Lower Level Annual Lease: \$24,000/year (\$2,000/month)
- Canada Day Entertainment Sponsor: \$30,000/year

Total Year 5 Investment: \$79,000 + marketing material

**Total 5 -Year Investment:
\$500,000 + marketing material**

This comprehensive proposal provides premium branding opportunities that support the local community and offer prime rest estate within one of Markham's most active community hubs.

*See page 9 for option to add sponsor-funded media hub to Angus Glen Community Centre



City Partnership Promotions

The City of Markham promotional benefits through City channels:

Sponsor recognition will be shown on all City Communications for East Rink including:

- Renaming of East Rink on www.Markham.ca
- City and Recreation email blast (Average 10,000 registrants)
- City social channel promotion (Average 8,000 impressions)
- Printed and digital material recognition at service desks
- Community Centre electronic information board recognition (EIBs)
- On Ice Logos
- Free two hour/year promotional use of East Rink Ice



Lower Level Renovation

- Featured space on Angus Glen Community Centre website landing page
- Grand Opening Ribbon Cutting with Photo Opportunity
- City and Recreation email blast (Average 10,000 registrants)
- City social channel promotion (Average 8,000 impressions)
- Community Centre electronic information board recognition (EIBs)

Canada Day Entertainment Sponsor 2025

- Community Centre electronic information board recognition (EIBs)
- Markham 407 digital - Headliner and Sponsor Promotion (Estimated 2,755,818 impressions)
- Markham Metrolinx overpass digital - Headliner and Sponsor Promotion (Estimated 73,500 impressions)
- www.Markham.ca and Canada Day Website Recognition (Estimated 35,000 impressions)
- Paid and Organic Social Media Campaigns (Estimated 56,000 impressions)
- City and Recreation email blast (11,000 email registrations)
- Event printed and digital material recognition (Average 28,000 attendees)

* Estimated impressions are calculated based on 2022 Canada Day traffic

** Annual unique visitors, visits and registrations fluctuate and are not guaranteed

** The City of Markham plans to expand DOOH (Digital Out-of-Home) targeting in 2025



Thank You for Considering Partnership Opportunities with the City of Markham.

We look forward to creating meaningful and impactful experiences for both your brand and our community.

Should you have any questions or would like to discuss the proposal further, please reach out to:

Ryan McCluskey

Lead, Sponsorship, Marketing & Advertising

Corporate Communications

City of Markham

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Additional Photos

