



Naming Rights, Events & Signage

Contact

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Town of Truro Sponsorship Catalog



Are you looking to gain visibility and engage the community?

The Town of Truro offers a variety of advertising and sponsorship opportunities to assist with marketing and promoting your business or organization. Whether you choose to advertise in one of our public facilities or sponsor a specific Town event, festival, program or public space, you will gain additional exposure in the community.

Additional benefits include:

- ◆ Engage with the community and your audience
- ◆ Attract new customers
- ◆ Increase your brand awareness and visibility
- ◆ Connect with the community
- ◆ Align your business with important community events and public facilities

In addition, you will directly experience the benefits of making a difference in the community!

We are committed to crafting custom solutions that will help you achieve your marketing objectives. If what you're looking for isn't outlined, we can adapt our resources to meet your needs.

For more information contact us at 902-893-6078.

Naming Rights

Douglas Street Rec Centre - 40 Douglas St.

Douglas Street Recreation Centre (DSRC) is home to many recreation activities for the community. There are programs for all ages (16months – seniors) ranging from sport and fitness programs, rug hooking, support groups, birthday parties and more. The facility opens its doors to hundreds of people each week.

Gymnasium (\$10,000 - Payable over 10 years, \$1000/yr)

Naming Rights provides an opportunity to create a valuable, positive association with the Town of Truro. The Naming Rights will be in place for a 10 year period, with a right of first refusal on the following 10 year period. Applicants will be required to include their proposed name for review by the Town of Truro. The Town of Truro wishes to retain “Gymnasium” as part of the name. The Town of Truro will be responsible for all naming rights signage, including but not limited to the design, fabrication and installation/placement of the said signage. The Town of Truro will allow two signs, sized 4"x12". One on each entrance door to the gymnasium. And naming on the exterior east end of the building.

Rooms A through E (\$2,500 - Payable over 5 years, \$500/yr)

Naming Rights provides an opportunity to create a valuable, positive association with the Town of Truro. The Naming Rights will be in place for a 5 year period, with a right of first refusal on the following 5 year period. Applicants will be required to include their proposed name for review by the Town of Truro. The Town of Truro wishes to retain “Room” as part of the name. The Town of Truro will be responsible for all naming rights signage, including but not limited to the design, fabrication and installation/placement of the said signage. The Town of Truro will allow one sign, sized 4"x12" on the main entrance door to the respective room.

Signage Opportunities

Colchester Legion Stadium

The Colchester Legion Stadium is a focal point of sport and recreational activities for people of all ages in the Town of Truro. The arena has seating for approximately 1,600 and plays host to several events throughout the year. It is home to the Truro and Area Minor Hockey Association, CEC Male and Female hockey programs, Truro Figure Skating Club and more. It is the most utilized skating rink in Colchester County. In addition to the rink and arena area, the stadium also has a large heated upstairs lounge which can be used for private and public functions. The lounge is available for wedding receptions, banquets, staff functions and meetings. It seats up to 156 people for formal seated banquets or up to 310 people for other functions. There are six dressing rooms, plus an official's room and first aid room.

Tim Hortons Skate Park

The Truro Tim Hortons Skate Park is a popular destination for skateboarders of all ages in the Truro area. The park is located on a property off Young Street, between Brunswick Street and the Esplanade, and is open daily from dawn until dusk.

Truro-Bible Hill Off Leash Dog Park

The Town of Truro and the Village of Bible Hill offers dog owners the opportunity for their pets to freely run and play at the off-leash dog park on Marshland Drive near the Colchester Legion Stadium. Open seven days a week, the free, public facility includes more than a hectare of fenced in property and includes grassy play areas, trees and water.

Stadium Ballfields

Two fields are located on Lorne Street near the Colchester Legion Stadium. They are used primarily for slow-pitch and minor baseball.

Stanfield's Ballfield

This field is located on Walker Street and used primarily for softball and minor baseball.

Sign Locations

Dog Park

Skate Park

Stadium Ball Field

Stanfield's Ball Fields

Colchester Legion Stadium (CLS) boards

Size

4'x8'

4'x8'

4'x8'

4'x8'

4' x 8'

Space

10 Signs

20 Signs

10 Signs

20 Signs

30 Signs

\$500 per sign for one year \$500.00 + cost of sign

Advertiser is responsible for providing the signage in accordance with Town of Truro specifications.

Event Sponsorship Opportunities

Premium Sponsorship

Premium Sponsorships are available for annual events. Sponsorship amounts vary, depending on the length and magnitude of the event, and each requires a three-year commitment.

Each Premium Sponsor will receive the following benefits for the individual event sponsored:

- ◆ Company name included in event name
- ◆ Company logo on all marketing materials for the event
- ◆ Company logo on the Town of Truro webpages and social media posts related to the event
- ◆ Company recognition in all advertisements for the event
- ◆ Opportunities to distribute promotional materials during the event
- ◆ Company recognition throughout the event
- ◆ Company logo and branding onsite during the event (signage, banners, vehicles, etc to be provided by the sponsor).
- ◆ First Right of Refusal for the following three years.

Site/Stage Sponsorship

Site/Stage Sponsorships are available for annual events. Sponsorship amounts vary, depending on the length and magnitude of the event; and each is a one-year commitment.

- ◆ Company name included in the site/stage location (ie. “company name” Stage)
- ◆ Company logo on all marketing materials for the event
- ◆ Company logo on the Town of Truro webpages and social media posts related to the event
- ◆ Opportunities to distribute promotional materials during the event (at sponsored site)
- ◆ Company recognition throughout the event
- ◆ Company logo and branding onsite during the event (signage, banners, vehicles, etc to be provided by the sponsor)
- ◆ First Right of Refusal for the following year

Individual Event/Program Sponsorship

- ◆ Company logo on all marketing materials for the event
- ◆ Company logo on the Town of Truro webpages and social media posts related to the event
- ◆ First Right of Refusal for the following year





Annual Events

Truro Winter Long John Festival

The Annual Truro Long John Festival runs annually in mid-February. It is hosted by the Town of Truro's Parks, Recreation and Culture Department and offers an opportunity to get families outside and active during the colder season! The festival offers free family fun activities including skating, cross county skiing, snow shoeing, fat biking, wagon rides, sledding parties and so much more! The event continues to grow each year; the Town of Truro is looking for opportunities to add more sites and events during the festival.

Sponsorship Categories:

- ◆ Site/Stage Sponsorship
Kick off (\$2,500)
Wagon Rides (\$1,000)
- ◆ Individual Event/Program Sponsorship (Please contact for opportunities)

Easter Egg Hunt in Victoria Park

Hundreds of children, between the ages of 1 – 10, come to Victoria Park each year for the annual Easter Egg Hunt. The event runs on the Saturday before the Easter Long weekend. Children who register to attend, participate in a scavenger hunt, receive a free chocolate Easter treat, and have a chance to meet the Easter bunny.

Sponsorship Categories:

- ◆ Premium Sponsorship (\$1,500 per year)
- ◆ Individual Event/Program Sponsorship (Please contact for opportunities)

Skyler Blackie - Fit to Be a Hero Challenge

This 5K Obstacle Race will push racers outside their comfort zone and test the body's limits.

Sponsorship Categories:

- ◆ Individual Event/Station Sponsorship (Please contact for opportunities)

Park Concert Series

For over ten years, hundred of people have gathered in Victoria Park for our SummerConcert Series. People of all ages enjoy live entertainment from 2:00 – 4:00pm.

Sponsorship Categories:

- ◆ Premium Sponsorship (\$2,000)

Victoria Park Day

In honour of Canada's Parks Day, the Town of Truro hosts a celebration of the beautiful Victoria Park. The event takes place annually on the third Saturday in July. Families gather in the park to explore its trails and play spaces, but they can also enjoy live music, bouncy houses, face-painting and balloon animals. The premier event of the day is the Children's VP Challenge, where approx. 150 children between the ages 2 – 10 participate in an obstacle run in the lower part of the park. The run ends with every child crawling through a mud pit!

Sponsorship Categories:

- ◆ Premium Sponsorship (\$750)
- ◆ VP Challenge Individual Event/Program Sponsorship (Please contact for opportunities)

Movie Nights in the Park

Each summer, the Town of Truro hosts four, mid-summer Movie Nights in Victoria Park. A popular attraction for locals and tourists alike, the movies are shown on a 20-foot screen at the J. Arch Fraser bandshell. Hundreds of people gather each year to take in a classic or new family friendly movie, while enjoying complimentary popcorn and fresh summer air.

Sponsorship Categories:

- ◆ Individual Movie Sponsor (\$500 per evening)



The Railyard

Having amazing mountain biking trails in a community not only appeals to local riders, they also attract a unique tourist segment from all over the world. Mountain bike parks have also been proven to revitalize and grow local economies, and put that destination on the map. The economic benefits from these travellers is growing. For many key mountain biking destinations, people will fly from all over the world for the express purpose of riding these parks

Platinum Sponsor: One Available

Value - \$20,000 – 10 year sponsorship (Payable over 10 years, \$2,000/year)

A Platinum Sponsorship includes Exclusive Naming Rights for the Bike Skills Park and Short Track Course . This will give an organization the opportunity to showcase a commitment to recreational opportunities within the community, create long term visibility for their organization, and make a positive impact in the area.

In 2016, a Bike Skills Park and Short Track course for novice, beginner and intermediate riders and racers was constructed. The skills area is designed as a fun open area within a natural wooded environment. Users can have fun while challenging and enhancing their bike handling skills. The trails have all been designed and built to be smooth, fast, and flow with mountain bike riders in mind.

A full list of benefits of the Platinum Sponsorship include:

- ◆ Exclusive naming rights to the Bike Skills Park and Short Track Course
- ◆ Branded Signage with corporate name and logo at the main entrances to The Railyard
- ◆ Corporate name and logo on the entrance signage at the Bike Skills Park and Short Track Course
- ◆ Identity as a Platinum Sponsor on the sponsor webpage
- ◆ Social Media recognition: On execution of a sponsorship agreement, when signage is first installed, periodically (at least once per year)
- ◆ Corporate name, as part of the naming rights for the Bike Skills Park and Short Track Course, on any signage within The Railyard referring to the Bike Skills Park and Short Track Course
- ◆ Right of First Refusal, for renewal of contract.

Gold Sponsor: Two Available

Value - \$10,000 – 10 year sponsorship (Payable over 10 years, \$1,000/yr)

A full list of benefits of the Gold Sponsorship include:

- ◆ Branded Signage with corporate name and logo at the main entrances to The Railyard
- ◆ Identity as a Gold Sponsor on the sponsor webpage
- ◆ Social Media recognition: On execution of a sponsorship agreement, when signage is first installed, periodically (at least once per year)

Silver Sponsor: Eight Available

Value - \$2,500 – 10 year sponsorship (Payable over 5 years, \$500/yr)

A full list of benefits of the Silver Sponsorship include:

- ◆ Corporate name and logo on one of the wayfinding signs within The Railyard
- ◆ Identity as a Silver Sponsor on sponsor webpage
- ◆ Social Media recognition: On execution of a sponsorship agreement, when signage is first installed, periodically (at least once per year)

Bronze Sponsor

Value - \$500 – (Payable in 1 year)

A full list of benefits of the Bronze Sponsorship include:

- ◆ Identity as a Bronze Sponsor on sponsor webpage
- ◆ Social Media recognition: On execution of a sponsorship agreement

Trail Feature Sponsor- In-Kind Contribution

There may be occasions when the Town of Truro will accept proposals for new trail features to be built within the Railyard. New trail features must be in accordance with the Railyard Master Plan and must be approved by the Town of Truro in advance. Only strategic and well aligned proposals will be considered. The sponsor is responsible for preparing a professional proposal showing the feature has been professional engineered and will be built by professionals. All approvals granted must adhere to the Town of Truro guidelines.

A full list of benefits of in-kind contributions include:

- ◆ Corporate name and logo on trail feature signage, identifying that the trail feature was sponsored
- ◆ Trail feature naming rights (subject to final approval by the Town of Truro)
- ◆ Social Media recognition: execution of a sponsorship agreement, during trail feature construction, and completion of trail feature construction (photo opportunity for the sponsor featuring completion of feature)

New Equipment Sponsor - In-Kind Contribution

There may be occasions when the Town of Truro will accept sponsorship for the purchase of new trail maintenance equipment, or similar. When a sponsor is responsible for purchasing new equipment for maintenance within the Railyard, the sponsor will receive the following benefits:

A full list of benefits of in-kind contributions include:

- ◆ Corporate logo on a decal to be placed on the equipment, identifying that the equipment was sponsored. (Size and placement of decal dependant on equipment)
- ◆ Social Media recognition: execution of a sponsorship agreement, and completion of purchase of equipment (photo opportunity for the sponsor with the equipment)