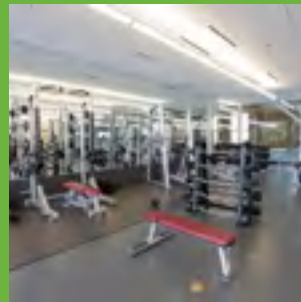




*Richmond Hill*

Richmond Hill  
Sponsorship Opportunities



Richmond Hill offers partnership opportunities that are customized to meet the needs and expectations of businesses. Offering long-term recognition, corporate responsibility and the opportunity for new business development.

- Opportunity to reach targeted market groups
- To promote your products and/services
- To generate new business through heightened brand awareness
- Corporate responsibility by highlighting your community support
- Invest in the interests of your employees, clients, customers and shareholders





# Demographics

# Richmond Hill Demographics

Richmond Hill has a mix of generations with millennials (15-34 years old) representing the largest group. Baby Boomers (50-69 years old) and the Gen X (35-49 years old) following behind.

The median household income in Richmond Hill is \$87,388 and 43.6% of households reported incomes of over \$100,000.

Population: 204,347

Median Household Income: \$87,388

Population Growth since 2006: 14%

Couple families with children:  
45.2% of households

Number of Medium Sized Businesses  
(20-99 employees): 14%

Number of Small Businesses  
(1-19 employees): 84%

Top Countries of Birth Immigrants:

China (27.4%)

Iran (14.2%)

Italy (4.3%)

Russia (4.2%)

South Korea (3.9%)

Number of Medium-Sized  
Businesses (20-99 employees):  
14%

2015 Town of Richmond Hill  
Socio-Economic Study



# Partnership Opportunities

## CENTRE OF THE PERFORMING ARTS

Season Sponsors  
Show Sponsors  
Children's Show Sponsors  
Theatre Education Programs  
Legacy Program  
Concerts in the Park  
Page 9

## RECREATION

Children's Programs  
Youth Programs  
Adult Programs  
Seniors Programs  
Outdoor Programs  
Aquatics Lifesaving Programs  
Page 11

## SPECIAL EVENTS

Canada Day  
Ribfest  
Santa Claus Parade  
First Night  
Page 13



## CULTURE

Moonlight Movies

Studio Tour

Farmers Market

Doors Open

Page 23

## FACILITIES

Community Centres

Seasonal Sports Dome

Fitness Studios

Bike Lockers

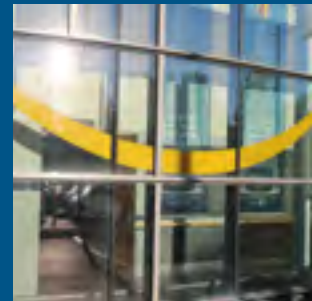
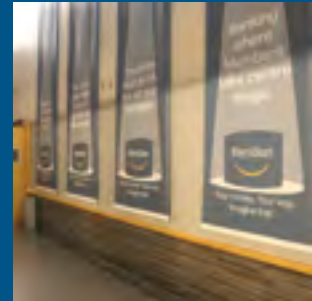
Pools

Page 29

## BUNDLING

### OPPORTUNITY

Combine different  
opportunities to reach  
a wider audience



Located in the heart of historic downtown Richmond Hill, **Richmond Hill Centre for the Performing Arts** is a 4,000 square metre, 631 seat, state-of-the-art cultural facility. Welcoming over 150,000 patrons a year, the RHCPA is the crown jewel of York Region's cultural landscape.

## Season Sponsor

### **MARKETING BENEFITS**

- a) Prominent logo placement in the season brochure (200,000 copies) and all marketing materials
- b) Speaking opportunity at Opening Night
- c) Recognition at each performance throughout season
- d) Prominent signage in performing arts centre
- e) Logo and link on theatre website with 58,000 views

### **EXCLUSIVE BENEFITS**

- i. Negotiated number of tickets to each show throughout the season
- ii. Rental opportunity of the theatre
- iii. Opportunity to host welcome reception prior to one show

## Series Sponsors

### **MARKETING BENEFITS**

- a) Prominent logo placement in the season brochure, flyers and all marketing materials
- b) Recognition at each of your specific performances throughout season
- c) Signage in performing arts centre
- d) Logo and link on theatre website with 58,000 views to the website

### **EXCLUSIVE BENEFITS**

- i. Negotiated number of tickets to your performances
- ii. Speaking opportunity at Opening Night
- iii. Opportunity to host welcome reception prior to one show

## Programming Sponsor

### **MARKETING BENEFITS**

- a) Prominent logo placement in the season brochure (200,000 copies) and all marketing materials
- b) Recognition at each of your sponsored programs
- c) Speaking opportunity at opening night of your program
- d) Logo and link on theatre website with 58,000 views

### **EXCLUSIVE BENEFITS**

- i. Negotiated number of tickets to your performances

## Show Sponsor

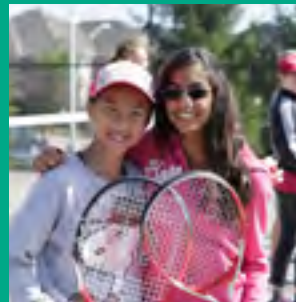
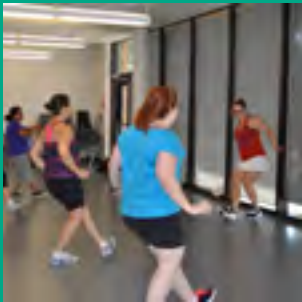
### **MARKETING BENEFITS**

- a) Prominent logo placement in the season brochure (200,000 copies) and all marketing materials
- b) Recognition at each of your specific performances throughout season
- c) Signage in performing arts centre

### **EXCLUSIVE BENEFITS**

- i. Negotiated number of tickets to your performances





Richmond Hill is proud to offer a variety of programs, leagues, classes and activities for all ages. Whether it's art, cooking, dance or sports, Richmond Hill has a great selection of programs to meet everyone's needs and interests!



**Sponsor one  
program or  
be the Program  
Series Sponsor  
of a category with  
over 50 programs**

## Recreation Programs

- Preschool Programs 0-6 years old
- Children Programs 7-11 years old
- Youth Programs/Y.A.C. 12-19 years old
- Adults Programs 19+ years old
- Older Adults 55+ years old
- Outdoor Programs-Adventure Series 8+ years old

### **MARKETING BENEFITS**

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Recreation Webpages that receives over 75,000 views annually

- c) Signage in program activity room
- d) Opportunity to have brochures or offers handed out to registrants

### **EXCLUSIVE BENEFITS**

- I. In-kind opportunity to donate items for programs (such as toys, play dough, gym equipment, books)
- II. Opportunity to do welcome message at first day of program
- III. As a program series sponsor, you will receive a one page ad in the Community Guide highlighting your support

## Aquatics Lifesaving Program

### **MARKETING BENEFITS**

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Aquatics Webpages that receives over 62,000 views annually
- c) Signage in aquatics area
- d) Opportunity to have brochures or offers handed out to registrants

### **EXCLUSIVE BENEFITS**

- i. Opportunity to do welcome message at first day of program
- ii. Logo on Richmond Hill Lifesaving Club

## General Skating Programs

### **MARKETING BENEFITS**

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Recreation Webpages that receives over 75,000 views annually
- c) Prominent signage during program
- d) Opportunity to have brochures or offers handed out to registrants





# Santa Claus Parade

Connect with your community through Richmond Hill events, which see up to **35,000** people attend.



### Presenting (Exclusive Sponsor)

#### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Prominent signage at event location
- d) Opportunity to have brochures or offers handed out to parade participants
- e) Support promoted via social media

#### EXCLUSIVE BENEFITS

- i. Opportunity to have table set up and display your products/services to attendees
- ii. Reserved viewing area
- iii. Reserved parking
- iv. Opportunity to have corporate float in the parade
- v. Signage attached to Santa's float
- vi. Opportunity for employee engagement by having your staff volunteer

### Interactive (Multiple Sponsors)

#### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Signage on parade route
- d) Marketed on social media

#### EXCLUSIVE BENEFITS

- i. Opportunity to have table set up and display your products/services to attendees
- ii. Opportunity for employee/community engagement
- iii. Opportunity for employee engagement by having your staff volunteer

### Partner (Multiple Sponsors)

#### MARKETING BENEFITS

- a) Logo on Town's events webpages that receives over 50,000 views annually
- b) Signage on parade route
- c) Marketed on social media

#### EXCLUSIVE BENEFITS

- i. Opportunity to have table set up and display your products/services to attendees





# Canada Day Celebration

Celebrate Canada Day at Richmond Green Park with world class, live entertainment and activities for the entire family to enjoy. Complete the experience with **one of York Region's largest fireworks displays.**



**Presenting (Exclusive Sponsor)**

**MARKETING BENEFITS**

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Marketed on social media
- d) Prominent signage at event
- f) Advertisement in event program

**EXCLUSIVE BENEFITS**

- i. Speaking opportunity at event
- ii. Opportunity to set up table and display your products/services
- iii. Reserved seating at main stage
- iv. Reserved parking
- v. Opportunity for employee engagement by having your staff volunteer

**Fireworks (Exclusive Sponsor)**

**MARKETING BENEFITS**

- a) Logo on Town's events webpages that receives over 50,000 views annually
- b) Marketed on social media
- c) Prominent signage at firework area
- d) Advertisement in event program

**EXCLUSIVE BENEFITS**

- i. Opportunity to set up table and display your products/services
- ii. Reserved seating at main stage

**Entertainment (Exclusive Sponsor)**

**MARKETING BENEFITS**

- a) Logo on Town's events webpages that receives over 50,000 views annually
- b) Marketed on social media
- c) Prominent signage on stage

**EXCLUSIVE BENEFITS**

- i. Opportunity to Introduce artists
- ii. Meet & Greet with artists
- iii. Six backstage passes
- iv. Reserved seating at main stage
- v. Signing opportunity with artists

**Interactive (Multiple Sponsors)**

**MARKETING BENEFITS**

- a) Logo on the Town's events webpages that receives over 50,000 views annually
- b) Signage at event location (Children's Village, Marketplace, Booth location)
- c) Marketed on social media

**EXCLUSIVE BENEFITS**

- i. Opportunity to set up table and display your products/services
- ii. Opportunity for employee engagement by having your staff volunteer





Concerts in the Park is a free outdoor community event series, with a variety of music and entertainment.



## PRESENTING

(Sponsor of all eight concerts in the series)

### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages receives over 50,000 views annually
- c) Promotion of support via social media
- d) Prominent signage at each concert
- e) Volunteer opportunity for staff
- f) Advertisement in event program

### EXCLUSIVE BENEFITS

- i. Speaking opportunity at event
- ii. Opportunity to set up table and display your products/services
- iii. Reserved parking
- iv. Opportunity for employee engagement by having your staff volunteer

## CONCERT SPONSOR

(sponsor of a concert in the series)

### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Signage at event location
- d) Recognition on social media for specific concert

### EXCLUSIVE BENEFITS

- i. Opportunity to set up table and display your products/services
- ii. Opportunity for employee engagement by having your staff volunteer



# Ribfest



Richmond Hill Ribfest is a **three-day outdoor event** with incredible rib tastings, live entertainment and kid's activity zones. Fun for the whole family!



**Presenting (Exclusive Sponsor)**

**MARKETING BENEFITS**

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Promotion of corporate support via social media
- d) Prominent signage at event
- e) Advertisement in event program

**Interactive (Multiple Sponsors)**

**MARKETING BENEFITS**

- a) Logo on Town's events webpages that receives over 50,000 views annually
- b) Signage at event location

**EXCLUSIVE BENEFITS**

- i. Opportunity to set up table and display your products/services
- ii. Opportunity for employee engagement by having your staff volunteer

**EXCLUSIVE BENEFITS**

- i. Speaking opportunity at event
- ii. Opportunity to set up table and display your products/services
- iii. Reserved Parking
- iv. Opportunity for employee engagement by having your staff volunteer

**Entertainment (Exclusive Sponsor)**

**MARKETING BENEFITS**

- a) Logo on Town's events webpages that receives over 50,000 views annually
- b) Marketed on social media
- c) Prominent signage on stage

**EXCLUSIVE BENEFITS**

- i. Opportunity to Introduce artists
- ii. Meet & Greet with artists
- iii. Six Backstage passes
- iv. Reserved seating at main stage
- v. Signing opportunity with artists





# First Night Celebration

A **family-friendly New Year's Eve party**. Skip the late night events and bring your family to our event filled with children's activities and entertainment.



## PRESENTING

### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Corporate name in media releases
- d) Volunteer opportunity for staff

## SUPPORTING

### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Signage at event location

### EXCLUSIVE BENEFITS

- i. Opportunity to set up table and display your products/services
- ii. Opportunity for employee engagement by having your staff volunteer

### EXCLUSIVE BENEFITS

- i. Speaking opportunity at event
- ii. Opportunity to set up table and display your products/services
- iii. Reserved seating at main stage
- iv. Opportunity for employee engagement by having your staff volunteer

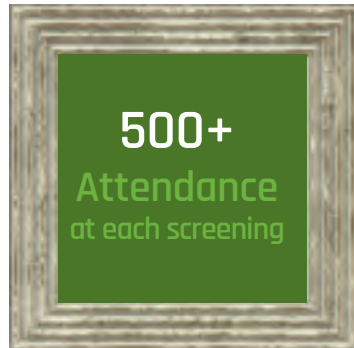




# Moonlight Movies



The Moonlight Movies series is a free outdoor cinema experience for the whole community to enjoy.



## PRESENTING

### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Promotion of corporate support via social media
- d) Prominent signage at event
- e) Volunteer opportunity for staff
- f) Advertisement in event program

## SUPPORTING

### MARKETING BENEFITS

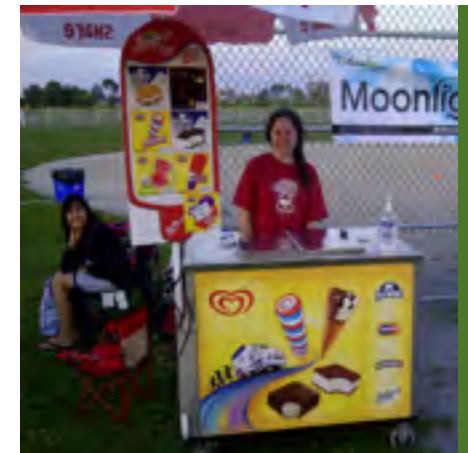
- a) Logo in Recreation Guide that is sent to over 70,000 individuals
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Signage at event location

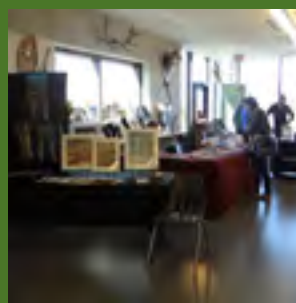
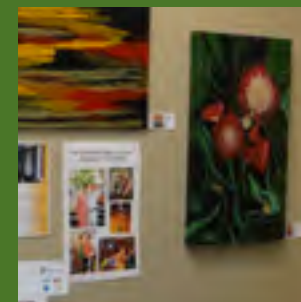
### EXCLUSIVE BENEFITS

- i. Opportunity to set up table and display your products/services
- ii. Opportunity for employee engagement by having your staff volunteer

### EXCLUSIVE BENEFITS

- i. Speaking opportunity at event
- ii. Opportunity to set up table and display your products/services
- iii. Opportunity for employee engagement by having your staff volunteer





The Annual Studio Tour is an opportunity for Richmond Hill's talented local artists to showcase their work to potential buyers.



## PRESENTING

### MARKETING BENEFITS

- a) Logo in recreation guide that is distributed to over 70,000 homes
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Promotion of corporate support via social media
- d) Prominent signage at event
- e) Volunteer opportunity for staff
- f) Advertisement in event program

## SUPPORTING

### MARKETING BENEFITS

- a) Logo in Recreation Guide that is sent to over 70,000 individuals
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Signage at event location

### EXCLUSIVE BENEFITS

- i. Opportunity to set up table and display your products/services
- ii. Opportunity for employee engagement by having your staff volunteer

### EXCLUSIVE BENEFITS

- i. Speaking opportunity at event
- ii. Opportunity to set up table and display your products/services
- iii. Opportunity for employee engagement by having your staff volunteer





Doors Open Richmond Hill is part of Doors Open Ontario. It supports cultural sites in the community to open their doors to visitors.



## PRESENTING

### *MARKETING BENEFITS*

- a) Logo in recreation guide that is sent to over 70,000 individuals
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Promotion of corporate support via social media
- d) Prominent signage at event
- e) Volunteer opportunity for staff
- f) Advertisement in event program

## SUPPORTING

### *MARKETING BENEFITS*

- a) Logo in Recreation Guide that is sent to over 70,000 individuals
- b) Logo on Town's events webpages that receives over 50,000 views annually
- c) Signage at event location

### *EXCLUSIVE BENEFITS*

- i. Opportunity to set up table and display your products/services
- ii. Opportunity for employee engagement by having your staff volunteer

### *EXCLUSIVE BENEFITS*

- i. Speaking opportunity at event
- ii. Opportunity to set up table and display your products/services
- iii. Opportunity for employee engagement by having your staff volunteer



# Richmond Hill Facilities



Richmond Hill has seven community centres, six community pools including a wave pool, five arenas, an outdoor ropes course, a skate park and a seasonal sports dome.

For opportunities on how to get your business partnered with one of these high-traffic facilities, please contact Eli Lukawitz at [eli.lukawitz@richmondhill.ca](mailto:eli.lukawitz@richmondhill.ca) or call 905-787-8471, ext. 225.





Contact Eli Lukawitz at  
[eli.lukawitz@richmondhill.ca](mailto:eli.lukawitz@richmondhill.ca)  
or call 905-787-8471, ext. 225  
for more information.

