



2023

City of Brampton **SPONSORSHIP & NAMING RIGHTS**

GROW WITH US

Discover a wide variety
of partnering opportunities



BRAMPTON



GROW WITH BRAMPTON

Let's grow together.

The City of Brampton offers a wide variety of custom-built sponsorship and naming rights opportunities geared towards helping grow your business and make an impact in your community.

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Visit us at: www.brampton.ca/sponsorship
Contact us: sponsorbrampton@brampton.ca

WHY BRAMPTON?

Positive Brand Association with a diverse, inclusive city that is safe, sustainable and successful

Brampton residents enjoy a high quality lifestyle. We are energized by our diverse communities, we attract investment and are embarking on a journey to lead technological and environmental innovation.

Brampton is a green city providing access to more than +9,000 acres of parkland, 850 parks, many recreational amenities, open spaces, and trails. We partner for progress to build a healthy city that is safe, sustainable and successful.



REACHING KEY CONSUMER DEMOGRAPHICS

Young & Diverse



Population
744,167



79%
Brampton residents
identify as visible minorities



55%
Immigrant



9th largest and among the
fastest growing cities in Canada

4th

largest city
in Ontario

YOUNG & DIVERSE COMMUNITY



250
Cultures



115
Languages Spoken



36.5 yrs old
Average Age



Average
total income:
\$98,855
(2016)



49%
have post-secondary
education

100,000+
Recreation
Database



31,000+
Followers



31,000+
Followers



25,000+
Followers



17,000+
Followers



1M+
monthly COB
website traffic

Demographics based on the 2021 Canadian Census



BENEFITS OF SPONSORSHIP WITH THE CITY OF BRAMPTON

Revenues from Sponsorship and Naming Rights agreements offset the City's operational costs, fund facility improvements and help support community programs.

As a sponsor with the City of Brampton, there are numerous marketing, community impact and recognition opportunities to increase brand awareness and reach your target audience.

- Building and enhancing a positive brand reputation and strengthening relationships with residents
- Alignment opportunities between City initiatives and your key areas of impact / CSR values
- Increased brand visibility and brand exposure via events, activities or activations throughout the City
- Be a change maker by supporting programs and events that open doors and invite people to be, celebrate and share their authentic selves
- Marketing opportunities on relevant city department's website, email blasts, social media, paid and traditional media (newspapers, digital, transit)
- Distribution of marketing materials or samples
- Official event, media release and Photo Op with Senior Leadership



City-wide brand promotion



On-site or online brand engagement



Social Connections



As Brampton's Local Bottler, Coke Canada Bottling is a proud partner of The City of Brampton. With a history of over 20 years in the City, we take great pride in making a positive impact by taking actions like our sponsorship of the Gore Meadows Community Centre and Naming Rights for the Coca Cola Canada Bottling Gymnasium.

We've intentionally collaborated with a local, Brampton artist to bring to life a mural reflecting Brampton's diversity and optimism for the future. Partnering with the City of Brampton has enabled us to drive local engagement in unique and creative ways and deliver on our Mission to create a better future.

~ Coca-Cola Canada

GREAT GULF



Great Gulf is committed to supporting the communities where we build and is delighted to partner with the City of Brampton for the unveiling of the Great Gulf Cricket Pitch at Teramoto Park.

We are proud to be a long-standing community developer and home builder in the city and believe that all residents and their families should have access to the use and enjoyment of recreational spaces.

~ Great Gulf



ENVIRONMENT & SUSTAINABILITY



As a green city, Brampton is committed to becoming more healthy, resilient, and environmentally sustainable.

PROGRAM	DATE
 Recreational Trails	Year-round, 5-yr commitment
Community Garden	Year-round, 3-yr commitment
Seedy Saturday Event	March
Backyard Gardens	March - August

PROGRAM	DATE
 Parks Cleanup Program	April 1st – November 1st
Earth Day Event	April
Community Tree Plantings	April, September
 Residential Tree Giveaway	April, September
Pollinator Week	June



 **SPOTLIGHT ON**

PARKS CLEANUP PROGRAM

The City's Spring and Fall Parks Cleanup brings families, friends, community organizations, businesses and school groups together to help remove litter at parks and green spaces across Brampton. The cleanup helps remove litter that has accumulated, promotes community engagement, and creates healthy vibrant spaces.



4,000+

Trees distributed to date



1,000+

Residents receive trees each year



1M+

Trees planted by 2040

 **SPOTLIGHT ON**

RESIDENTIAL TREE GIVEAWAY

Trees on private property provide many benefits to residents, including reducing energy bills through shading from sun and protection from cool winds, reducing air and noise pollution, improving property value, and being aesthetically pleasing.

The planting and care of trees on residential properties is an important part of maintaining and improving [Brampton's urban forest](#). The [One Million Trees Program](#) identifies residential trees planting and care as an important consideration to achieving the goal of planting one million trees by 2040.



SPONSORSHIP SUPPORTS the Residential Tree Giveaway by offsetting the cost of the 2,000 trees given away to residents for free.



SPONSORSHIP SUPPORTS the purchase and use of materials such as bags and gloves that enable successful clean up events, and support key environmental and sustainability goals.



Help keep Brampton clean and green.

Register at brampton.ca/cleanup



15,000+

people participated in

360

cleanups in 2022



SPONSORSHIP SUPPORTS the ongoing and increasing maintenance costs of the trail. It can also bring new amenities to the sponsored portion of the trail, including branded benches, bike repair kits and more!

In Brampton, residents and visitors can easily access community and neighbourhood destinations and places of work via a safe, convenient, and expanding network of connected active transportation facilities along our roads and through our parks and natural areas. With more than 67 kilometers of signed and paved recreational trails, the City of Brampton has a number of associated sponsorship opportunities for a minimum of 5-yr commitment.

 **SPOTLIGHT ON**

RECREATIONAL TRAILS

The City of Brampton is committed to supporting and promoting active transportation – getting around by walking and bicycling, and other human-powered forms of travel. Active transportation is vital to sustainable and desirable communities. Not only are walking and biking healthy physical activities, they are also more cost-effective, space-efficient, and equitable forms of transportation, help to improve air quality and reduce climate change impact, and make our neighbourhoods more vibrant and livable.

TRAIL

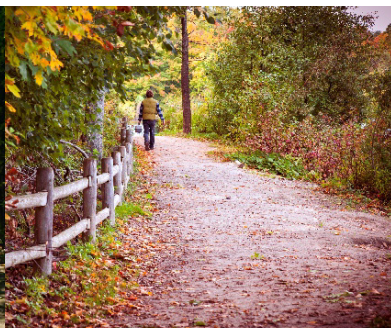
Etobicoke Creek (19.5 Kms)

Chinguacousy (9 Kms)

Don Doan Recreational Train (11 Kms)

Fletcher’s Creek (7.9 Kms)

Esker Lake Recreational Train (8 Kms)



INCLUSIVE COMMUNITIES: EVENTS



The City of Brampton is dedicated to diversity, equity and inclusion (DEI) — and is committed to creating, maintaining and proudly celebrating our diverse and inclusive community. Our vibrant cultural mosaic is celebrated each year through a variety of events.

PROGRAM	DATE
Lunar New Year	January
Black History Month	February

PROGRAM	DATE
International Women’s Day	March
National Youth Week	May
National Accessibility Week	May/June
 Pride Brampton	June
Seniors Springfest	June
Emancipation Day	August



 **SPOTLIGHT ON**

PRIDE BRAMPTON

Every summer, City of Brampton residents come together in Garden Square to celebrate the vibrant LGBTQ2SA communities of Brampton through art, performance, and family-friendly programming.




Attendants join Drag Storytime by Fay & Fluffy, browse a variety of community exhibitors, and enjoy live entertainment all afternoon.



SPONSORSHIP ENABLES the City to provide empowering and impactful programming at no cost to residents!

INCLUSIVE COMMUNITIES: PROGRAMMING



PROGRAM	DATE
Newcomers Bus Tour	August, December
 Active Assist	Year-round
 STEM	Year-round
 Inclusive Programming	Year-round

SPOTLIGHT ON

INCLUSIVE PROGRAMMING

The City of Brampton is committed to providing recreational experiences to all by providing a wide variety of accessible recreation programs, inclusive camps, and events for kids (as young as 3), teens and adults living with a disability.

 **SPONSORSHIP SUPPORTS** increased access to recreational programs for Brampton residents living with disabilities by funding operational costs such as: program supplies and equipment; special events, day trips, and guest speakers; innovative programming and subsidized programming.

 **SPOTLIGHT ON**

ACTIVE ASSIST

ActiveAssist is a fee subsidy program offered by the City of Brampton, designed to help low-income families and individuals in Brampton participate in Recreation programs.



SPONSORSHIP ENSURES all youth have access to important recreational programming opportunities, by covering the cost of their participation throughout the year.



286
Camps & Registered
Programs



2,586
Participants

 **SPOTLIGHT ON**

STEM PROGRAMMING

The City of Brampton offers a variety of Science, Technology, Engineering & Math (STEM) options that empower young scientists to develop critical thinking and social skills in programs that explore real world problems through robotic design and engineering.

With STEM program participation growing year over year, the City has now expanded program offerings.



SPONSORSHIP SUPPORTS STEM programming by covering the cost of new equipment that is needed to meet the increasing participation demand.

ACTIVE & SAFE COMMUNITIES



Brampton is home to more than 27 Recreation Centres, offering programs for all ages and interests. In 2019, our top seven facilities saw over 5.5 million visitors walk through our doors. In 2020-21 we offered extensive Rec at Home programming including virtual fitness, arts & crafts and a seniors digital café. We are now focused on offering safe in-person services and programs. Be part of the movement in our city that creates social connection, encourages at-home safety, and gets residents active and healthy!

STAYING ACTIVE PROGRAMS

DATE



Golf

April – October

Free Swims and Skates

Summer, Winter



Free Youth Drop-in Sports

Year-round

COMMUNITY SAFETY PROGRAMS

DATE

Emergency Preparedness Week

May

Nurturing Neighbourhoods

Summer

Fire Prevention & Carbon Monoxide Week Campaign

October and November



FREE YOUTH DROP-IN BASKETBALL

May 1 - June 30

Participating locations:

- Cassie Campbell Community Centre
- Gore Meadows Community Centre
- Susan Fennell Sportsplex

Indoor shoes are required, all other equipment will be provided.

Registration is recommended.



brampton.ca/recreation



Generously sponsored by **alectra**



3-month
Program Sponsorship



multiple
locations



3,200+
Youth attended drop-in
programs May-June 2022

SPOTLIGHT ON

FREE YOUTH DROP-IN SPORTS

Free youth Drop-In Programs take place at multiple recreation centres between the hours of 3pm and 5pm to attract and welcome Brampton's youth during the afterschool hours.

This program allows youth to come together year-round in a safe and welcoming space to engage in sport with their friends and other youth within their schools and community.



SPONSORSHIP SUPPORTS Brampton's young people by funding free youth drop-in sports programs city-wide, along with the option to supply youth with free take-home sports equipment.



BRAND EXPOSURE



10,000
Score Cards
(printed annually)



60,000+
Views
(2022)



34,000+
Annual Golfers
(2022)

SPOTLIGHT ON

GOLF

Peel Village Golf Course

Located in the heart of Brampton, Peel Village Golf Course is constructed within a 67-acre flood plain surrounding the Etobicoke Creek.

The Golf Season runs from April 1 to November 1 annually.

The course offers golfers nine challenging holes in a natural setting, featuring a mix of tree-lined dog-legs, water hazards, sand traps, elevated tee boxes and greens.



SPONSORSHIP at Peel Village Golf Course creates strong brand presence throughout the grounds through:

- Multi-platform marketing during the golf season
- On-site displays and activations
- Golf cart ads and hole sponsorship




FESTIVALS & EVENTS



The City hosts special events and festivals throughout the year that celebrate our diversity, encourage civic pride, and highlight Brampton as an arts and culture city. We focus on promoting creative talent by showcasing local and national artists on our stages. Our event activities are produced by Brampton-based community groups, and our local food vendors feature an array of global flavours.

PROGRAM	DATE	ATTENDANCE
Bunny Eggscitement	April	14,000+
Movies Under the Stars	June to August	8,700+

PROGRAM	DATE	ATTENDANCE
 Farmers' Market	Saturdays June to October	3,500 - 4,000 per week
Canada Day	July 1	50,000+
Fright Nights	October	15,000+
Pumpkin Party	October	1,000
Winter Lights Festival	November	10,000+
Winder Wonderland	December - March	20,000+
New Year's Eve	December 31	5,000



 **SPOTLIGHT ON**

FARMERS' MARKET

The Brampton Farmers' Market brings residents and visitors together each Saturday June to October, with various diverse vendors on site from 8am to 1pm.



63,000+ Visitors



50
Vendors



\$500,000+
Vendor sales



10,000+
Lbs donated to Food
Banks by vendors



FESTIVALS & EVENTS RECOGNITION

City of Brampton Events celebrate the rich diversity of residents and provide incredible sponsorship opportunities.

Sponsors receive:





- City-wide brand promotion
- On-site brand engagement through activations, giveaways, signage and more
- Social connections
- Wide audience reach
- Social impact



PERFORMING ARTS



The Performing Arts Division promotes Brampton's unique cultural identity and creative vibrancy. Partnering with the arts includes key opportunities at our premier venues, including The Rose Brampton, newly-renovated Cyril Clark, and revitalized Lester B. Pearson Memorial Theatre (LBP).

PROGRAM	DATE
 HeartBeats Intern & Co-op Program for Black & Indigenous Youth	January - June
 Performing Arts Presents: Season or Show Sponsor	September - May
 Education Series - Arts Adventures: Season or Show Sponsor	September - May
This is Brampton: Series Sponsor	September - May
 Lifelong Learning: Center Stage Conservatory	November - April
 Garden Square Summer Series: Season or Series Sponsor	Summer

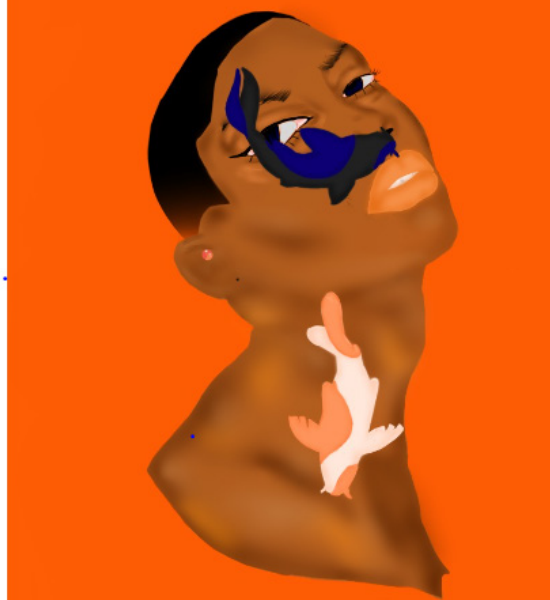


image credit: Sharica Brown

 **SPOTLIGHT ON**

HEARTBEATS INTERN & CO-OP PROGRAM FOR BLACK AND INDIGENOUS YOUTH

“ *I've learned through art everyone has a place that can allow them to express and represent themselves. This was an experience I definitely won't forget and will carry with me forever.*

~ Sharica Brown, grade 11 student, 2021 cohort

The Performing Arts Program aims to celebrate and elevate Black and Indigenous youth, increase cultural understanding, provide opportunities for professional development, and prepare students for future leadership positions and careers in the live performance industry.



SPONSORSHIP ENHANCES the program impact providing participants access to supplies for their craft and access to mentors.





800+ Seat theatre

1M+ Potential Impressions



30,000+
Season Brochures
(print & online)



22,000+
E-newsletter Subscribers
(monthly distribution)



75,000+
Walk-through
Traffic

 **SPOTLIGHT ON**

PERFORMING ARTS PRESENTS: SEASON SPONSOR

The Performing Arts Presents Season features over 100 productions per year, comprised of theatre, music, dance, comedy and cultural events at both The Rose Brampton and the Lester B Pearson (LBP) Theatre.



SEASON SPONSORSHIP gives you the opportunity to invest in Brampton's civic and artistic communities, ensuring we can continue to offer exceptional artistic experiences that are accessible to everyone in Brampton - and beyond.

 **SPOTLIGHT ON**

ARTS ADVENTURES

This Performing Arts Brampton Education Series provides opportunities for school groups to experience live performances that captivate, inspire, educate, and entertain. We aim to be both educational and entertaining. All the shows have curriculum connections and most come with Study Guides full of resources and activities for teachers and students.



SPONSORSHIP PROVIDES accessible ticket pricing and busing, allowing school groups to attend.





 **SPOTLIGHT ON**

CENTRE STAGE CONSERVATORY

The Centre Stage Conservatory is a free training program for young artists from Brampton and surrounding area to engage in professional development and mentorship to enhance and enrich their artistic sensibilities.

All participants will attend monthly workshops on a variety of topics taught by leading artists/practitioners in their field. In addition to workshops, participants will develop and rehearse a final performance.



SPONSORSHIP PROVIDES awards for the final performance, allows the program to be offered for free, and supports the teachers.

 **SPOTLIGHT ON**

GARDEN SQUARE SUMMER SERIES

Garden Square hosts free entertainment all summer long that highlights Brampton's vibrant arts and culture community. Our events host entertainment from local to international performers, and celebrates the diversity of our city.



STOMP 'N' STAMPEDE


AUGUST 13, 2022

4PM – 8PM

Grab your cowboy hat and boots (and maybe a dancing partner too!) – this summer Stomp 'N' Stampede returns to Garden Square to celebrate all things country! Enjoy host DJ Johnny Rivex spinning live and headliner, Nicole Rayy. Plus, don't miss line dancing lessons from the Double Trouble Line Dancers.

Generously sponsored by



 brampton.ca/gardensquare

FOLLOW US @gardensquarebrampton



FACILITY NAMING RIGHTS



Naming Rights provide the ultimate brand exposure and is the biggest way to give back to the community. The City reinvests naming rights fees back into the facility. Renaming one of the facilities provides millions of impressions through drive-by and walk-through traffic, as well as years of exposure in one of the GTA's fastest growing cities.

10-year commitment required. Opportunity availability subject to change.

FACILITY

Gore Meadows Community Centre

Williams Parkway Fire Campus Training Centre

Lester B Pearson Memorial Theatre (LBP)

Brampton Gateway Terminal

Century Gardens Recreation Centre

FACILITY

Garden Square

Creditview Sandalwood Park

Balmoral Recreation Centre

Century Gardens Youth Hub *NEW*
(anticipated completion 2024)

Howden Recreation Centre

Embleton Community Centre *NEW*
(anticipated completion 2026)

Riverstone Recreation Centre

Victoria Park Arena

BRAMPTON GATEWAY TERMINAL



NEW FACILITIES COMING SOON!

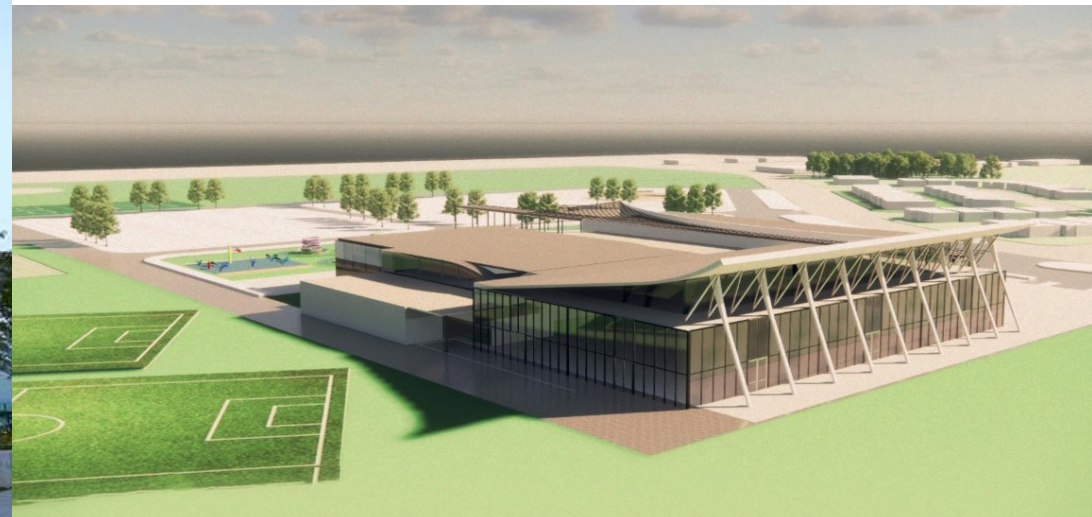
CENTURY GARDENS YOUTH HUB 2024 Completion



GORE MEADOWS COMMUNITY CENTRE



EMBLETON COMMUNITY CENTRE 2026 Completion





FIRST EVER AMENITY NAMING RIGHT

Gymnasium sponsored by Coca-Cola Canada Bottling

AMENITY NAMING RIGHTS

3-5 Year Commitment

AMENITY	LOCATION
Studio II	Rose Theatre
Youth Hub	Susan Fennell, Gore Meadows
Rinks	Susan Fennell (4), Cassie Campbell (1), Century Gardens (2)
Gymnasium	Cassie Campbell, Save Max Sports Centre
Cricket Pitch	Gore Meadows
Soccer Field	Save Max Sports Centre
Dome	Save Max Sports Centre
Outdoor Rink	Gore Meadows, Chinguacousy Park
Ski Hill	Chinguacousy Park





BRAMPTON TRANSIT


31M+
Riders Annually

Servicing an average of 31+ Million riders annually, our transit system is the main artery to connect Brampton residents to their destinations.

As the city continues to grow, our public transportation programs grow with it.



SPONSORSHIP OPPORTUNITIES INCLUDE:

- Customer appreciation week
- Ride Free New Years Eve & Canada Day

BRAMPTON ENTREPRENEUR CENTRE (BEC)

For more information on opportunities to activate your brand at events or through programming, contact the sponsorship team: sponsorbrampton@Brampton.ca



Located in a spacious storefront co-working space designed to fuel creativity and productivity, BEC hosts frequent seminars and offers business plan reviews and consultations with advisors at no cost to local entrepreneurs and innovators.

In 2021, The Brampton Entrepreneur Centre (BEC):

- managed over 10,000 inquiries
- consulted and advised close to 1,000 entrepreneurs
- reached out to more than 5,000 businesses through our network partners to make them aware of the support available to them through BEC
- delivered 175 seminars, webinars and events to nearly 5,000 participants.

Over the last 6 years, BEC has:

- Created 1,837 new jobs
- Supported 1,218 small businesses get started
- Handled and resolved 53,629 inquiries
- Conducted 5,259 small business consultations
- Delivered 1,026 seminars and events to 40,000 participants
- Issued Summer Company Grant funding to 102 Youth totalling \$306,000
- Issued Starter Company Grant funding to 175 businesses totalling \$803,000

ADVERTISING OPPORTUNITIES



NEW DIGITAL SCREEN ADVERTISING PROGRAM

You can now advertise at The Gore Meadows Community Centre, Loafer's Lake Recreation Centre, Susan Fennell Sportsplex, Cassie Campbell Community Centre, and Save Max Sports Centre.

All locations have recently been upgraded to include new digital screens throughout the facilities with advertising opportunities now available to the community.

There are multiple screens at every location to display advertisements to connect and engage with Brampton residents about your products and services.



ARENA RINK BOARD ADVERTISING

You can now advertise in Brampton arenas.

Increase your brand presence in the Brampton community through our arena board advertising program. There is no chance your ad is not seen!

Your advertising dollars go directly back to Recreation to support facility operations and programming for local residents.

THANK YOU TO OUR SPONSORS IN 2022

Thank you to all our City of Brampton Sponsors whose support brings enhanced services, programs and experiences to the community.



Algoma
UNIVERSITY

GREAT GULF



Meridian[™]



Tim Hortons

FIELDGATE
DEVELOPMENTS

ENBRIDGE[®]



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Argo Development
Bayshore
Bell
Boardwalk
BREB
Bruce Power
Canadian Red Cross
Canadian Tire
Brampton Chinese Business Association
CN
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Simplii Financial
Spirit of Math
Sun Life
TACC Holborn Corporation
TELUS
Toronto Pearson

GROW WITH US

2023 Sponsorship & Naming Rights

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