



2024 CITY OF BRAMPTON SPONSORSHIP AND NAMING RIGHTS

Discover a wide variety
of partnering opportunities



GROW WITH BRAMPTON

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.

- 2** WHY BRAMPTON?
- 10** ENVIRONMENT & SUSTAINABILITY
- 16** INCLUSIVE COMMUNITIES
- 24** ACTIVE & SAFE COMMUNITIES
- 30** FESTIVALS & EVENTS
- 36** PERFORMING ARTS
- 44** NAMING RIGHTS
- 50** TRANSIT
- 52** BRAMPTON ENTREPRENEUR CENTRE
- 54** ADVERTISING

To learn more, visit 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.

The City of Brampton is the fastest-growing of Canada's 25 largest cities. It is a multicultural community of nearly 700,000 people from 250 different cultures speaking 171 languages. We are focused on residents' health and well-being, and are prioritizing nurturing and protecting our environment for a sustainable future. Brampton boasts more than 9,000 acres of parkland, 850 parks, many recreational amenities, open spaces, and trails. Maclean's magazine recognized Brampton as one of Canada's Best Communities 2021.

The City of Brampton is marking its 50th birthday on January 1, 2024. From a settlement in the early 1800s, to an officially designated city in 1974, Brampton has grown into a dynamic city with a proud past and bright future. Throughout the year, we will be commemorating 50 vibrant years of Brampton's growth through a series of events, initiatives, and activities.



REACHING KEY CONSUMER DEMOGRAPHICS



Population
656,480

37.5
Years old
average age

53%
Immigrant

80%
Brampton residents
identify as visible
minorities



250
Diverse
cultures



171
Languages
spoken



\$124,500
Average
Household
Income



55% Have
post-secondary
education

9th Largest and among
the fastest growing
cities in Canada

4th Largest city
in Ontario



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.



39,000+
Followers



46,000+
Followers



28,000+
Followers



26,500+
Followers

1,000,000+ Monthly COB website traffic

154,000+ Recreation email database subscribers

Our Sponsors receive unique benefits and the opportunity to:



City-wide brand promotion

Increase city-wide brand awareness and reach key demographics through various marketing opportunities, including:

- Logo on City website
- Email blasts
- Digital screens
- Social media
- Transit ads



Social connections

Build social connections with residents and create community impact through:

- Unique activations at community events
- Opportunity to distribute marketing materials or samples
- Engaging on-site signage

WHAT IT MEANS TO BE A SPONSOR

- Alignment of opportunities between City initiatives and your key areas of impact / CSR values
- Building and enhancing a positive brand reputation and strengthening your relationship with residents



Sheridan



Sheridan College is a proud sponsor of the City of Brampton. We believe in investing in the future, and through our support of initiatives like National Youth Week and the City's Pride event, we have been able to foster the talents of young people, and celebrate the rich diversity that defines Brampton's vibrant community.

We are particularly thrilled to sponsor the e-sports area at the new Susan Fennell Youth Hub, as it has given us an opportunity to invest in the ever-evolving interests of today's youth. Together, we continue to create an environment where young people can thrive and where diversity is celebrated, making Brampton an even more inclusive place to live and learn.

- Sheridan -



Our collaboration has proven to be a mutually beneficial alliance that has not only strengthened our business but has also contributed to the vibrancy of the local community.

The City's initiatives to promote local businesses, such as ours, have provided us with valuable opportunities to showcase our unique offerings to a wider audience. The various promotional events, festivals, and community engagements organized by the City have allowed us to connect with our customers on a more personal level.

- Kwality Sweets -



ENVIRONMENT & SUSTAINABILITY

We are focusing on nurturing and protecting our environment for a sustainable future.



PROGRAM	DATE
 Recreational Trails	Year-round, 5-yr commitment
Community and Pollinator Gardens	Year-round, 3-yr commitment
Seedy Saturday Event	March
Backyard Gardens	March - August
Parks Cleanup Program	April 1 - November 1
Earth Day Event	April

PROGRAM	DATE
Community Tree Plantings	April, September
 Residential Tree Giveaway	April, September
Pollinator Week	June
Tree Month Campaign	September
 Litter Reduction Campaign	October



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!



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 that help to improve air quality and reduce climate change impact, and make our neighbourhoods more vibrant and livable.

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.

The City's trail system is made-up of more than 67kms of signed and paved recreational trails giving sponsors the opportunity to support active and healthy living in the neighbourhood of their choice.

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)



 **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.



1,000

Residents receive trees each year



4,000+

Trees distributed to date



1M+

Trees planted by 2040

 **SPOTLIGHT ON**
LITTER REDUCTION CAMPAIGN

The City of Brampton is committed to fostering healthy, vibrant spaces and keeping our community clean and green. In response to growing concerns about the negative impact of litter on the health of humans, wildlife, and our natural environment, the city hosted its first Litter Reduction Forum in September 2023.

Community input from the forum supported the enhancement of the Litter Reduction Campaign, to be launched in 2024 as a week-long, city-wide effort to create awareness of the effects of litter, encourage proper waste disposal, and reduce the amount of litter in Brampton.



SPONSORSHIP SUPPORTS the Residential Tree Giveaway by offsetting the cost of the 1,000 trees given away to residents for free.



SPONSORSHIP SUPPORTS the amplification of the marketing campaign to increase its reach and impact on the community.

INCLUSIVE COMMUNITIES: EVENTS

We are focusing on cultural diversity, cross-cultural understanding and supporting artistic expression and production. Brampton hosts many vibrant events and activities throughout the year.



Heritage Celebration Months (January, March, April & June)

- Lunar New Year
- Tamil Heritage Month Celebration
- Irish Heritage Month Celebration
- Journey to Freedom Day
- Italian Heritage Month
- Filipino Heritage Month/Halo-Halo

PROGRAM	DATE
Black History Month	February
International Women's Day	March
Seniors Dinner & Dance	March / September / December

PROGRAM	DATE
National Youth Week	May
National Accessibility Week	May/June
Pride Brampton	June
Seniors Springfest	June
Garba	September
Diwali	October



 **SPOTLIGHT ON**
GARBA

Experience a night of culture and transport yourself to the heart of Gujarat with the traditional dance, music and tastes of India. Come dressed in your finest Garba attire and immerse yourself in music with performances by local and international artists.

Garba is a traditional dance that originated in Gujarat, India and is known for its lively, joyful style of dance, colourful clothing and energetic music. Whether you're an experienced dancer or new to garba, everyone is invited to enjoy the rich culture and vibrant traditions of India.






SPONSORSHIP ENABLES the City to provide empowering and culturally diverse events at no cost to residents!

INCLUSIVE COMMUNITIES: PROGRAMMING



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.

PROGRAM	DATE
 Active Assist	Year-round
 Newcomers Bus Tour	August, December
 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.

- Inclusive Camps - March Break, Summer and Winter Holidays
- Drop-in DJ Dances for Teens and Adults
- Accessibility Sports Week
- Health, Wellness & Accessibility Information Fair highlighting accessible community services

SPOTLIGHT ON
ACTIVE ASSIST

Active Assist 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.

IN 2023



1,500

Families supported



6,000

Individuals supported



\$2M

Subsidy allocated



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



SPOTLIGHT ON
NEWCOMER BUS TOUR

The City of Brampton, in partnership with the Brampton Library, offers two newcomer bus tours each year in August and December.

The three-hour tours are part information sessions and part sightseeing excursions, taking residents on a special route to city hall, parks and libraries — making pit stops all along the way.

The tour is conducted in multiple languages such as English, Hindi, Punjabi and Urdu



Newcomer Bus Tour

Explore Brampton with us!

The Newcomer Bus Tour is back!
Learn more here.





ACTIVE & SAFE COMMUNITIES

Brampton is home to more than 25 recreation centres, offering programs for all ages and interests. In 2023, our top seven facilities saw over 5.9 million visitors walk through our doors. We offer trusted programs to over 140,000 residents.



In 2023, we expanded our services by offering new programs and ways for residents to recreate, including cricket programs and a mobile recreation program.

Be part of the movement in our city that creates community connections, promotes overall wellbeing, and gets residents active and healthy!

STAYING ACTIVE	DATE
 Golf	April - October
Free Swims and Skates	Summer, Winter
 Free Youth Drop-in Sports	Year-round

STAYING ACTIVE	DATE
Tough Run	September
Family Day	February

COMMUNITY SAFETY	DATE
Emergency Preparedness Awareness Week	May
Fire Prevention & Carbon Monoxide Week Campaigns	October and November



Through the support of sponsors we were able to help subsidize and positively impact all of the participants who registered for the program. It took away the financial barrier for families and gave them an opportunity to come together in a safe and welcoming space to engage in the sport of badminton with their friends, families and community.

- City of Brampton Recreation Staff



Free Family Drop-in Badminton

Join our free drop-in badminton programs from July 3 to September 3!

Generously sponsored by



SPOTLIGHT ON

FREE YOUTH DROP-IN SPORTS

Free youth drop-in sports programs take place after school between 3pm - 5pm, at multiple recreation centre locations throughout Brampton.

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.



multiple locations



18,553
Youth attended drop-in programs in 2023



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



30,000
Score Cards
(printed annually)



70,000+
Website views
(2023)



35,000+
Annual Golfers
(2023)

SPOTLIGHT ON

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

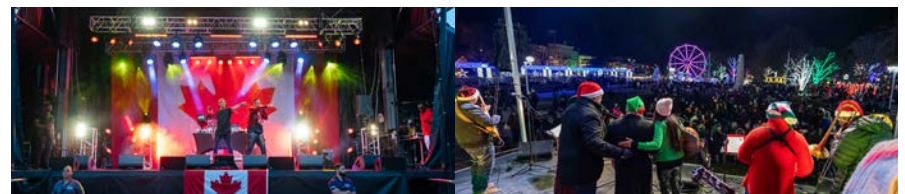
The City hosts special events and festivals throughout the year that celebrate our diversity, encourage civic pride, and highlight Brampton as an arts and culture city.



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	13,000+
 Farmers' Market	Saturdays June to October	3,900 per week
Garden Square Summer Series	June-August	5,000+

PROGRAM	DATE	ATTENDANCE
Canada Day	July 1	50,000+
Fright Nights	October	15,000+
Winter Lights Festival	November	10,000+
New Year's Eve	December 31	5,000+





 **SPOTLIGHT ON FARMERS MARKET**

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



54,000+
Visitors



\$550,000+
Vendor sales



38
Market vendors



6,500+
lbs donated to Food Banks by vendors

 **SPOTLIGHT ON GARDEN SQUARE**

Garden Square hosts free entertainment all summer long that highlights Brampton's vibrant arts and culture community.

Friday Night Live concerts host entertainment from local to international performers and celebrates the diversity of our city.

Movies by Moonlight is reel fun for the whole family every Wednesday and Starlight Saturday Movies are a star-studded experience under the light of the moon.



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

 Brampton On Stage Season Sponsor	Year-round (announcements in May and November)
 Heartbeats Intern & Co-op Program for Black & Indigenous Youth	January - June
 Education Series - Arts Adventures	September - May
 Lifelong Learning: Center Stage	November - April
 This is Brampton: Series Sponsor	September - May





SPOTLIGHT ON

BRAMPTON ON STAGE: SEASON SPONSOR

BRAMPTON ON STAGE

The Brampton On Stage Season features over 120 performances per year, comprised of theatre, music, dance, and comedy at The Rose Brampton Mainstage and Studio, the Lester B Pearson (LBP) Theatre, and Cyril Clark Theatre.



800+

Seat theatre

1M+

Potential Impressions



20,000

brochures produced per year with 10,000 print each and substantial digital distribution



31,000

E-newsletter Subscribers (monthly distribution)



75,000+

Walk-through Traffic



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**

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

This 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.



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 carry with me forever.

- Sharica Brown, grade 11 student, 2021 cohort




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



SPOTLIGHT ON CENTRE STAGE

Centre Stage 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 ARTS ADVENTURES

This 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.

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

Garden Square

Creditview Sandalwood Park

FACILITY

Balmoral Recreation Centre

Century Gardens Youth Hub *NEW* (anticipated completion 2025)

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

2025 Anticipated completion



Embleton Community Centre

2026 Anticipated completion





AMENITY NAMING RIGHTS

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, Batsman and Creditview Sandalwood,
Tape Ball Pitch	Chris Gibson
Soccer Field	Save Max Sports Centre
Dome	Save Max Sports Centre
Outdoor Rink	Gore Meadows, 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 Year's Eve
- Canada Day Shuttle

BRAMPTON ENTREPRENEUR CENTRE (BEC) +CO-WORKING

41 George Street South

5,175
Inquiries



756 Consultations
(2023 January - October)

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.

Sponsorship Opportunities include:

- Branding the Sound Proof Phone Booth
- Meeting Room naming rights



ADVERTISING OPPORTUNITIES

NEW DIGITAL SCREEN ADVERTISING PROGRAM

Advertising is available on digital screens in the following locations:

- Gore Meadows Community Centre
- Paul Palleschi Recreation Centre (formerly Loafer's Lake)
- Susan Fennell Sportsplex
- Cassie Campbell Community Centre
- Save Max Sports Centre

Additional locations coming online in 2024 include:

- Chinguacousy Wellness Centre
- Riverstone Community Centre
- Century Gardens Recreation Centre
- Balmoral Recreation Centre



ARENA RINK BOARD ADVERTISING

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.



Details and pricing available at: www.brampton.ca/advertising

THANK YOU TO OUR SPONSORS IN 2023

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



407 ETR
Alectra
Argo Development
Attrell Toyota
Bayshore
Bell
Bioped
Bruce Power
Canadian Red Cross
CAA
CIBC Global Money Transfer
Costco
DECATHLON
Domino's
Enbridge
Flato Developments
HomeLife Realty
HSBC
Maple Lodge Farms
Mattamy Homes

Metrolinx
Metro/Food Basics
MNP
National Homes
Nirvana Wellness Centre
No Frills
Northwest Lexus
Paradise Developments
Performance Auto Group
Renewal by Anderson
Revera
Rogers
Scotts Canada
Sheridan College
Simplii Financial
Spirit of Math
TELUS
Toronto Pearson
Vyta
Wee Watch

GROW WITH US



 **BRAMPTON**

For more information, contact:

Michael Miele

Sponsorship Coordinator

T: 905.874.3378

M: 416.564.7923

michael.miele@brampton.ca

2 Wellington Street West,

Brampton, ON L6Y 4R2