

HERSHEY CENTRE SPORTZONE

MISSISSAUGA • CANADA



Opened in September 2007, the SportZone at the Hershey Centre has become an integral component of sports in Mississauga. The SportZone offers a variety of state of the art facilities and supports the development of athletes, coaches, officials and volunteers on a local, provincial, national and international level. **Over 7 million people have visited the Hershey Centre from September 2007- September 2011.**

The SportZone includes: an indoor FIFA regulation soccer pitch, 2 outdoor artificial turf soccer pitches, a multi-purpose, FIBA regulation gymnasium and a state of the art gymnastics centre.



In addition to the new SportZone development, the Hershey Centre is already the home of:

- The Hershey Centre** – Mississauga’s spectator sports arena
- Hershey Centre Community Rinks** – 3 NHL regulation sized ice pads
- Outdoor Soccer Pitches at Iceland** – 2 artificial turf pitches
- Iceland Mississauga** – 4 pad ice complex, including an international sized ice surface
- Outdoor Basketball/Sport Court** – ideal for ‘streetball’ basketball
- Sk8 Park** – outdoor skateboard park
- Cricket Pitch** – for league and community use

The Hershey Centre’s current amenities coupled with the addition of the SportZone will create an internationally recognised sports icon for Mississauga that will provide a unique opportunity for partnership.

Soccer in Mississauga



Soccer is the number one participation sport in Canada. Mississauga’s demographic profile and the low cost of participation to the sport has created a soccer hotbed in Mississauga.

In response to this still growing demand, the City of Mississauga has created a comprehensive network of indoor and outdoor soccer pitches. The City’s indoor sports field at the Hershey Centre SportZone allows soccer to be played year round,

while the City’s outdoor artificial turf soccer pitches allow the outdoor soccer season to be increased to nine months out of the year.

Basketball in Mississauga



The roots of basketball are firmly embedded in Canada. In 1891 the game was invented by Dr. James Naismith, a Canadian who hailed from Almonte, Ontario. The original game involved 13 rules and a peach basket hung ten feet above the floor. Even though it took place in the United States, at least ten of the players who participated in the first-ever game were university students from Quebec. Basketball is the one of the number one sports in Canada. Mississauga’s demographic profile and the low cost of participation to the sport has created a soccer hotbed in Mississauga.

In response to this still growing demand, the City of Mississauga has created a comprehensive network of indoor and outdoor courts. The following community centres have gymnasiums:

River Grove Community Centre
Hershey SportZone
Burhamthorpe Community Centre
Clarkson Community Centre
Malton Community Centre

Frank McKecheenie Community Centre
Mississauga Valleys Gymnasium
Cawthra Community Centre
Huron Park Community Centre
South Common Community Centre

The City’s indoor gymnasiums allow basketball to be played year round.

Demographics:

Hershey SportZone has been opened three years and has had 8 million people come through. The demographics include:

- ❖ High presences of middle aged, up scaled adults, with average income of \$90,000 +, with homes worth \$300,000+
- ❖ Medium presences of younger adults, multi ethnic, average income of \$86,000+, with new single family home, active, child centred lifestyle, high expectation for entertainment and enjoyment.
- ❖ High presences of Asian Affluence, well educated, active lifestyle, household income of \$104,000+, homes valued at \$370,000+, travel frequently, drive luxury cars, attend shows, and active in community affairs.
- ❖ High presences of South Asian Society, upper to middle class, skilled blue collar workers, \$68,750 household income, top ranked for video games and entertainment.
- ❖ Medium presences, multi-generation families, lives in suburbs, older children in family, prefer shopping, eating out, entertainment, average income of \$70,000

Sample Leagues & Clubs:

Soccer:

Adult Leagues:

Monday Co-Ed	Tuesday Ladies
Wednesday/Thursday Men's Open	Thursday/Friday Men's Over 35's
Friday Men's Competitive	Friday Ukrainian League
Sunday Men's Open	

Youth Leagues:

- U8 - U18 leagues. Most games on Saturdays and some during the week. Some of the best youth teams in Ontario are participating.

Adult Tournaments:

- We will be having a Men's Open Age money Tournament on December 22nd and a Over 30's/35's on December 26th. Co-Ed Tournament some time in April.

Youth Tournaments:

- Full Field 11v11 tournaments through Christmas and March break.
- Full Field 11v11 High School Tournaments - Three weeks worth starting in late March.

Ultimate Frisbee League- Sunday's

Adult Co-Ed Volleyball League- Fridays

Mississauga Minor Basketball- Tuesdays, Wednesdays, Thursdays & Saturdays

Mississauga Rhythmic Gymnastics Club- Mondays, Wednesdays, Fridays & Sundays

Gymnastics Mississauga Club- Monday - Sunday

Mississauga Chinese Volleyball Club- Sundays

Mississauga Badminton Birds- Saturdays

Programs – (for children aged 1-16):

Fitness Development for Mom & Tot

Introduction to Sports

Floor Hockey Development

Soccer Skills and Drills Development

Introduction to Physical Play

Basketball Development

Multi Sport Development

Winter Break Basketball Camp

Drop-in Programs:

Lunch Hour Basketball Drop-In (Mon – Fri)

Seniors Badminton Drop-In (Mon & Fri)

Youth Basketball Drop-In (Tues, Wed & Thurs)

Lunch Hour Soccer Drop-In (Mon – Fri)

Drop-In Tennis (Tues & Thurs)

Adult Basketball Drop-In (Tues, Wed & Thurs)

Over 25 basketball programs are offered through the City of Mississauga.

Foot Traffic

2008- 2,118,848

2009 - 2,788,388

2010- 1,980,564

2011- 2,618,848

Advertising and Sponsorship Opportunities

- Packages include numerous premier positioned advertisements on the indoor soccer field and basketball courts as well as all of the outdoor fields and other properties at the facility
- Sponsorship and naming rights to soccer and basketball programs and leagues/tournaments
- Opportunity for direct interaction with potential customers

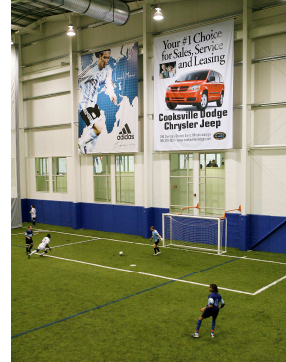
Wall Murals/Banners- Provide a large surface area to communicate your advertising message to patrons that will be viewing from all over the fields or courts.

Field House Banner- North Wall (est. 22' W x 30' H) \$15,000 per year/ full colour *Plus creative & production cost

Field House Banner – West Wall (est. 21'W X 25' H) \$10,000 per year/ full colour *Plus creative & production cost

Lobby Wall Sign in the SportZone \$15,000 per year Full colour *Plus creative & production cost

Basketball Court Banner (approx. 20' x 13') \$9,000 per year Full colour *Plus creative & production cost



Sideline Ads- Placed where the field patrons watch the game from the sidelines. Excellent branding tool that will catch the viewers' eyes right where the action is on the field!

Placement option of North Outdoor Fields (two) or Lower South Fields (two)

10 feet W X 34 inches H,

Full colour, mesh vinyl signage

\$2,500 per year *Plus creative & production cost



As part of premier packages sponsors will enjoy:

Targeted display- a centrally located display booth is the ideal venue for your team members to interact with our audience and feature your company's products and samples.

Promotional offers- one way to measure return is by tying sponsorship directly to sales. The City of Mississauga makes selling turnkey by providing your business with the opportunity to target our customers. For example you can offer free or discounted coupons with each registered tournament soccer team.

Brochure Distribution- brochure placement is a value-added marketing service that intercepts marketing programs to our customers.

Website Presence- Put your marketing dollars to work on the net with www.hersheycentre.com , the online home of the "SportZone." Consumers from around Canada flock to hersheycentre.com for the latest information on all that the Hershey SportZone has to offer, including soccer, basketball, gymnastics, fitness, tournaments, special events, groups and hospitality and more! The site attracts more than 1,000,000 user sessions per year. Promote your business online with logo placement/ link on the Corporate Partners page. Logo links are one of the most reliable forms of web advertising and a fundamental part of any successful web marketing campaign. Effective web links can drive traffic to your website and create brand awareness for your organization.

Want to access real purchasing power?

The Hershey Centre & Hershey SportZone is the ideal venue to reach the region's active and affluent family audience.

More than 4 million people a year visit *Hershey Centre,*

Hershey SportZone and Iceland:

- Average household income is \$80,500
- 65% have post secondary education degrees
- 45% have multiple children

Advertising and marketing opportunities include:

- On-premise marketing (product testing, lead generation, sampling)
- Ice rink boards, banners, in-ice logos, backlit signs
- Program sponsorships
- Field house, sport fields and gym banners
- And much more...

Want to access real purchasing power?

Put your message in the minds of our customers.

Contact us today:

Develop your custom Marketing and Sponsorship Program. Phone: 905-615-4017

**CITY OF MISSISSAUGA
MINI BOARD RATE CARD
HERSHEY SPORTZONE**



**MINI BOARDS
LOCATED IN WASHROOMS AND NEAR CHANGE ROOMS
8.5" x 11"**

# BOARDS	RATE
1	\$78
2	\$152
3	\$225
4	\$296
5	\$365
6	\$432
7	\$500
8	\$560
9	\$585
10	\$600

**POSTER BOARDS
LOCATED IN LOBBY AND PUBLIC AREAS
11" x 14"**

# BOARDS	RATE
1	\$80
2	\$158
3	\$234
4	\$308
5	\$350

**RATES ARE FOR ONE MONTH PROMOTIONS
CLIENT MUST PROVIDE POSTERS IN .PDF FILE FOR APPROVAL BEFORE POSTING**