



2012-2013 Sponsorship and Corporate Development Information
Arena Opportunities
www.mississauga.ca

City of Mississauga “Leading Today for Tomorrow”



The City of Mississauga is located on the North Shore of Lake Ontario in the GTA. Mississauga is recognized as Canada's 6th largest and fastest growing major city. With the City's more than 780,000 residents representing cultures from around the world, Mississauga has great investment opportunities, including sponsorships, for businesses. The City's reputation as fiscally responsible, progressive and partner friendly are factors that have led to Canada's largest companies entering into partnerships with the City of Mississauga. 52,000 businesses call Mississauga home. Including diverse business clusters with more than 50 Fortune 500 businesses.

Mississauga Demographics

- Largest City in the Region of Peel
- Second largest City in the GTA
- Sixth largest City in Canada
- Current Population: 730,000
- Projected Population: 780,000
- Mississauga's population is one of the best educated labour pools in the world
- Average Mississauga Household Income: \$80,000 vs. National Average: \$58,000
- 59% of residents are post-secondary educated = loyal and educated consumer
- Three quarters of the population are homeowner. (approx. 525,000 people)

Consumer Demographics

More than 10 million people walk through our 12 City Arenas each year giving you the power to maximize your marketing dollars with our diverse, enthusiastic and captive audience. So who are our consumers? Our consumers are adventurous Type A personalities that literally prefer to run, not walk. They are devoted to their families and their children's passions. The City of Mississauga provides a positive family environment for advertisers to reach a consumer audience that enjoys traveling, dining, and playing together. Our consumers are a captive audience, dedicated to supporting their children's participation in sports. Their attendance at our facilities is year round, with numerous fall, winter, and spring league seasons and extensive warm weather camps, clinics, lesson, and recreational activities.

Four and a half million Canadians are involved in hockey as coaches, players, officials, administrators or direct volunteers, not including all of the spectators, parents and occasional volunteers. Research has shown that hockey is the *activity of choice of over two million Canadians*. Having your company enter Mississauga's arena community and reaching the vast array of visitors to the City is an excellent way to promote your company and to increase sales. Tournament teams and their families account for a great number of patrons who visit the community centre arenas. The arenas are the City's meeting place where families grow and memories are created.

The City of Mississauga provides quality facilities, training, and instruction to both the serious athlete and the casual sports enthusiast.

Discretionary Income

Ice sports require strong financial commitment and the City of Mississauga consumers have the discretionary income available to support their participation. The cost of hockey equipment and its maintenance, as well as league and ice rental fees are high, and these consumers are willing to pay them. For families with players on successfully competitive teams, tournament travel expenses significantly increase annual spending by as much as \$10,000.

User Profiles and Primary Audience Demographics

- * 49% male
- * 52% female
- * 20-44 age group 56%
- * Average household income is over \$80,500
- * 9.5 % have Trade Certificates or Diplomas
- * 18.7% have a College Education
- * 30.7% have a University Education
- * 2,500+ players participating in the City's hockey programs
- * Target audience: Visiting families, young adults, adults
- * Variety of cultural backgrounds
- * 4-19 age group 34%
- * 44+ age group 10%
- * 5,000+ registered hockey teams
- * 18,000 hockey players from all league levels
- * 5,000+ adults registered in leagues
- * 41.3% of families have multiple children

Reach Mississauga through Arena Marketing

The City of Mississauga's arena marketing offers unique media opportunities designed to capture the attentions of the patrons at family ice sports complexes. This opportunity provides advertiser's with the ability to attract a captivated and dedicated audience through impressive consumer purchasing power.

The City of Mississauga owns and operates 12 arenas that combine for a total of 24 community ice pads. Mississauga has one of the largest concentrations of hockey players in Canada and is a hotbed for hockey tournaments. For example, Meadowvale Four Rinks, Hershey Centre and Iceland all host over 1,000,000 visitors, players and fans annually. With approximately 10,000 minor and 5,000 adult registered hockey players, Mississauga is hockey!

In Canada there is no connection with the community that is more powerful than one made through hockey. Arena advertising will connect your business to Mississauga's 730,000 residents as well as visiting teams and their families through the City's arenas. Mississauga's arena demographics compliment those consumers your company target. With high visibility and tremendous attendance, the arena opportunities the City has available will increase recognition of your company to Mississauga's arena patrons.

Key Benefits to Arena Advertising

- Exposure city-wide
- Attracting an audience who embraces hockey
- High Visibility
- Reach thousands of customers in the first year of sponsorship
- The City of Mississauga is an ideal sales environment where the customers come to you
- Meet both decision makers, 80% of our customers attend the facility with their spouse
- Sponsorship gives you the opportunity to market your products or services directly to the customers. Prospects come through all high traffic locations at each facility.
- Personal one on one contact with potential customers and clients which is not possible through traditional means of advertising.
- Enables you to gain future clients through word of mouth advertising from customers and visitors gained through sponsorship.



Mississauga's Top Arenas

Community Rinks at the Hershey Centre, Meadowvale Four Rinks, Iceland, Tomken Twin Rinks, Erin Mills Twin Arenas

2011 Foot Traffic

Burnhamthorpe Community Centre/ Arena- 271,688
Cawthra Estate- 125,458
Clarkson Community Centre/ Arena- 444,479
Huron Park Recreation Centre/ Arena- 861,213
Frank McKechnie Community Centre- 815,252
Mississauga Valley Community Centre/ Arena- 1,113,588
South Common Community Centre- 899,232
Erin Mills Twin Arena- 493,656
Meadowvale Four Rinks- 589,331
Hershey Centre Community Rinks- 1,000,537

Cawthra Community Centre/ Arena- 516,436
Mississauga Seniors Centre- 160,372
Erin Meadows Community Centre- 833,009
Malton Community Centre / Arena- 1,038,030
Meadowvale Community Centre- 533,587
River Grove Community Centre- 784,436

Iceland Arena- 997,773
Tomken Twin Arena- 444,568
Hershey SportZone- 1,618,848

In-Arena Opportunities

Rinkboards- Excellent branding tool that will catch the viewers' eyes right where the action is on the ice! As the most visible and exciting arena advertising format, rink boards have become the most popular and effective advertising medium in recent years.

- Spaces currently available in all of our arenas
- 8' x 3' full colour ads
- Polycarbonate covering is an additional cost, per board (\$80)
- Price extension available for multiple year contracts



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

- Available in all 12 arenas
- Size and cost depends on the arena



In-Ice Logo Placement- Places a company's logo or advertisement directly beneath the ice surface in order to make a constant impression during on-ice activities.

- Over 60 positions currently available
- 4' x 8' – full colour logos



Zamboni Wraps- Captivate the attention of viewers as they clean the ice before, after and in between hockey games and other on-ice activities

- Approximately 15 currently available
- Full colour wrap



Backlit Lobby Ads - Placed where the arena patrons spend their waiting time in order to be the first and last message patrons receive as they are coming and going from Iceland Arena, Meadowvale Four Rinks, or Hershey Centre. Overhead illuminated signage, provides premium exposure to all visitors. Strategically located in the concourse of the complex, these bright ideas are designed to deliver your message with high impact.

Iceland:

- 59"W X 28" H – full colour ads

Meadowvale Four Rinks:

- 59"W X 28" H – full colour ads

Hershey Centre:

- 60 1/2" W X 28 1/2" H full colour ads

Time clocks- Bright backlit panels displayed directly over ice.

- Spaces currently available at Hershey Centre, Iceland, and Tomken Arena
- Full colour ads, size depends on location



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. Promotional events with exclusive giveaways can be held during the upcoming seasons as ways to give back to the Mississauga communities while raising brand awareness.

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 2,000,000 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.

For additional details or questions please contact 905-615-4017