

A wide-angle photograph of an empty ice hockey rink inside an arena. The rink is surrounded by glass and metal barriers. In the background, various advertisements are visible on the boards, including 'PETROLEUM Home Heating 625-2900', 'EAGLES', and 'TOYOTA'. The entire image is covered with a semi-transparent blue filter.

# RICHMOND ARENA

## Community Partnership Program

### Sponsorship Package

Connect Your Business to the Heart of Richmond County.

# Why Partner with Richmond Arena?

Richmond Arena is the only recreation facility and community hub owned by the Municipality of the County of Richmond. Partnering with us provides meaningful community exposure while supporting recreation programs that serve residents and visitors across Cape Breton, Nova Scotia, and the Maritime Provinces.



## Community Impact

Support minor hockey, youth hockey, school programs, adult leagues, tournaments, public skating, learn-to-skate, birthday parties, and community celebrations.



## Cost-Effective Marketing

Affordable advertising with high visibility to families, youth, seniors, athletes, and community organizations throughout the year.



## Local Brand Recognition

Be recognized as a proud supporter of recreation and community development in Richmond County and beyond.

# Advertising Opportunities

|                                                                                                         |                                                                                                         |                                                                                              |
|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <div>Ice/Wall Board Ad</div> <div>\$325/year</div> <div>32" x 75"-95" board sign</div>                  | <div>Small Ice Surface Ad</div> <div>\$325/year</div> <div>Up to 40 sq ft</div>                         | <div>Medium Ice Surface Ad</div> <div>\$500/year</div> <div>40-80 sq ft</div>                |
| <div>Large Ice Surface Ad</div> <div>\$750/year</div> <div>Over 80 sq ft</div>                          | <div>Zamboni Sponsorship</div> <div>\$1,000/year</div> <div>Premium brand visibility</div>              | <div>Skate Aid Sponsorship</div> <div>\$150/year</div> <div>8.5" x 11" sponsor sign</div>    |
| <div>Dressing Room Sponsorship</div> <div>\$3,000/5yrs</div> <div>Entrance signage + logo + more!</div> | <div>Community Skate Sponsorship *New</div> <div>\$750/year</div> <div>Public skate naming rights</div> | <div>Welcome Banner *New</div> <div>\$1,000/year</div> <div>Prominent entrance display</div> |

## **\*\*NEW Partnership Bundles**

### Community Partner

**\$450/year**

Save \$25

**Includes:**

- ✓ Ice/Wall Board Advertisement
- ✓ Skate Aid Sponsorship

### Silver Partnership

**\$775/year**

Save \$50

**Includes:**

- ✓ Ice/Wall Board Advertisement
- ✓ Medium Ice Advertisement

### Gold Partnership

**\$1,600/year**

Save \$150

**Includes:**

- ✓ Zamboni Sponsorship
- ✓ Large Ice Advertisement

### Platinum Champion

**\$2,500/year**

Save \$325

**Includes:**

- ✓ Zamboni Sponsorship
- ✓ Ice/Wall Board Advertisement
- ✓ Large Ice Advertisement
- ✓ Public Skate Sponsorship
- ✓ Social media recognition

# Frequently Asked Questions

**Are prices subject to HST?**

Yes. All advertising and sponsorship opportunities are subject to applicable HST.

**Who pays for board signage?**

With a new three-year advertising commitment, the Municipality will cover the initial production and installation of the board sign. Should the organization wish to change their signage throughout the agreement, it will be at the cost of the organization.

**How long does my advertisement remain active?**

Advertising agreements are valid from October 1, 2026 to September 30, 2027, unless otherwise specified.

**How are advertising locations assigned?**

Advertising opportunities are allocated on a first-come, first-served basis. Existing sponsors may be offered renewal priority.

**What are the dimensions of the board ads?**

The dimensions for signs are:  
Tier 1 boards - 32” x (between 75 and 95 inches - sizes vary by location)  
Tier 2 Boards - 32” x (between 57 and 74 inches - sizes vary by location)

**What are the dimensions of the ice surface ads?**

The dimensions for ice advertisements are:  
Small ad - Up to 40 ft  
Medium ad - from 40 - 80 ft  
Large ad - Over 80 ft

**Get Started Today**

Contact us to learn more about sponsorship opportunities or to secure your advertising placement.

**Shannon Mury**

Director of Community Development  
and Recreation  
Municipality of the County of Richmond

 902-226-3981

 [smury@richmondcounty.ca](mailto:smury@richmondcounty.ca)

2026-2027 Season  
October 1, 2026 - September 30, 2027

# Sponsorship Selection Form

**\*\* Please complete the contact information, so we can ensure our system is up to date**

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Date: \_\_\_\_\_

| Select Sponsorship Opportunity                                                                                   | Cost     |
|------------------------------------------------------------------------------------------------------------------|----------|
| <b>INDIVIDUAL OPPORTUNITIES</b>                                                                                  |          |
| <input type="checkbox"/> Ice/Wall Board Advertisement                                                            | \$325    |
| <input type="checkbox"/> Small Ice Surface Advertisement                                                         | \$325    |
| <input type="checkbox"/> Medium Ice Surface Advertisement                                                        | \$500    |
| <input type="checkbox"/> Large Ice Surface Advertisement                                                         | \$750    |
| <input type="checkbox"/> Zamboni Sponsorship                                                                     | \$1,000  |
| <input type="checkbox"/> Skate Aid Sponsorship                                                                   | \$150    |
| <input type="checkbox"/> Dressing Room Sponsorship (5-year term)                                                 | \$3,000  |
| <input type="checkbox"/> Community Skate Sponsorship                                                             | \$750    |
| <input type="checkbox"/> Welcome Banner Sponsorship                                                              | \$1,000  |
| <b>**NEW PARTNERSHIP BUNDLES</b>                                                                                 |          |
| <input type="checkbox"/> Community Partner Package                                                               | \$450    |
| <input type="checkbox"/> Silver Partnership Package                                                              | \$775    |
| <input type="checkbox"/> Gold Partnership Package                                                                | \$1,600  |
| <input type="checkbox"/> Platinum Community Champion Package                                                     | \$2,500  |
| <input type="checkbox"/> <b>** I would like to renew my current advertising package for the 2026-2027 season</b> | \$ _____ |

Subtotal: \$ \_\_\_\_\_

HST (14%): \$ \_\_\_\_\_

GRAND TOTAL: \$ \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Payments payable to:**  
Municipality of the County of Richmond  
2357 Highway 206, Arichat, NS B0E 1A0