

# Sponsor & Partnership Opportunities

Lakefront  
Skate & Market



Winter 2024 - Spring 2025



# About:



## Location:

Between Palmer Park and  
Joe Fowler Ball Diamond

## Expected Season:

December 2024

to February 2025\*

\*(Weather Permitting)

*The Scugog Lakefront Skate & Market*, established in 2023, celebrates outdoor recreation in our community during the winter months.

The inaugural event was a resounding success, with the free outdoor skating rink and vibrant vendor market attracting many Scugog residents and visitors from beyond.

Inspired by classic European open-air markets, with a distinct Canadian twist, this space delivers a unique and unforgettable experience.

This season, we will once again bring the community together, transforming our downtown lakefront into a winter wonderland filled with fun for all ages!

***Consider joining us in making a real impact in our community!***

# About Scugog, Ontario:

Our Township is situated surrounding beautiful Lake Scugog in the North Durham Region and boasts a population of approximately 22,000.

The name Scugog is derived from the Mississauga word “Sigaog” meaning “waves leap over a canoe”.

The lakefront area is a hot spot for residents and visitors alike who come to enjoy recreational activities all year long!

For more information, please visit: [scugogtourism.ca](http://scugogtourism.ca)



## Palmer Park Skating Rink 2023/2024 (Based on Visits)



### DEMOGRAPHIC SNAPSHOT



**48 Years**

Median age of Households maintainer (90)



**36.0%**

Couples Without Children at Home (103)



**60.9%**

Visitors were Locals who travelled within 40 Km.



**\$126,744**

Household Income (94)



**58.0%**

Belong to a Visible Minority group (**128**)



**2 People or less**

60.8% of Households have a single or 2 people (108)



**48.6%**

Born outside of Canada (**118**)



**13.3%**

Work in Business/ Finance (**110**) & 12.9% in Sales/Service (99)

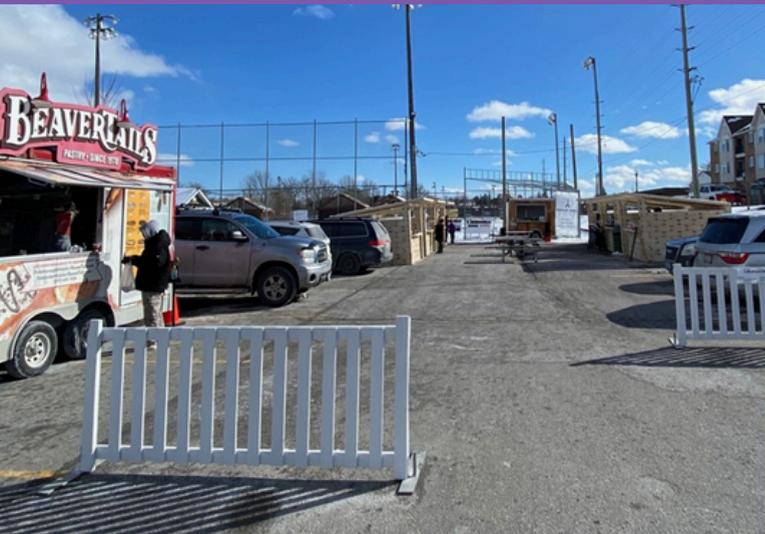
**50,000+ unique visits to the Scugog Lakefront Area in Winter 2023 - 2024!\***

\*Data Courtesy of Central Counties Tourism - Tourism Regional Economic Impact Model (TREIM)



# 2023 HIGHLIGHTS

The free ice-skating rink offered a safe, fun space for everyone—families with children learning to skate, teens seeking a social spot, and seniors staying active during the winter.



It also became a hub for community collaboration, allowing local businesses, artisans, and food vendors to showcase their offerings, supporting small businesses and enriching Scugog's vibrant culture.



## Past Events:

- Grand Opening
- Holiday Vendor Market
- Mayor's New Year Levee
- Family Day Weekend



# Thanks again to our 2023 Sponsors!

Ashlea Jones Athletes in Training



Green Tractors



All-Risks Insurance



**B.M. WELDING INC.**

B.M. Welding

Beavertails



Corey Hulowski Real Estate

Courtney Holmes, Desjardins Insurance



Rick Larocque Electric



# 2024-2025 SPONSOR PACKAGES

Are you ready to join the many sponsors and partners who have participated in growing the *Scugog Lakefront Skate & Market*?

*Here is your chance!*



Available for your consideration are *limited* sponsorships at the following levels:



**(1x) PLATINUM  
PRESENTING  
\$5,000**



**(3x) GOLD  
PARTNER  
\$2,500**



**(5x) SILVER  
SUPPORTER  
\$1,000**

Available for your consideration are *unlimited* sponsorships at the following level:



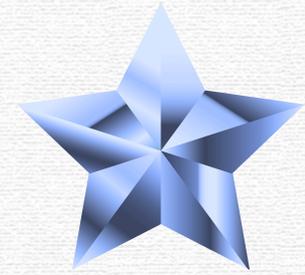
**BRONZE BOOSTERS \$500**

\*Please note all sponsorships are subject to change at the discretion of the Township of Scugog.



# PLATINUM PRESENTING

1 Available at \$5,000



## Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising
- Radio Advertising Mention

## Activation

- 1x Dedicated weekend usage of venue for approved activation.
- 1x Customized prize draw (donation of prize optional)

## Recognition

- Verbal recognition from the Mayor during grand opening event
- Special Photo Opportunity with Township Staff

## Social Media

- Mention in *Lakefront Skate & Market* posts from the Township's social media channels
- Sharing of approved content from sponsor's pages

## Thank You

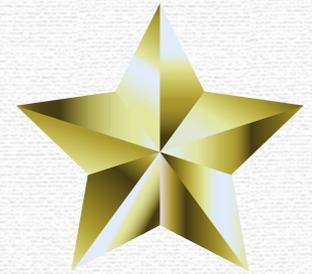
- Special inclusion in all post-event communications

## Rights

- Rink Naming contract for 2024-2025
- First Right of Refusal for 2025 -2026 Season



# GOLD PARTNER



3 Available at \$2,500

## Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising
- Radio Advertising Mention

## Activation

- 1x Activation space during a market weekend.

## Recognition

- Verbal recognition from the Mayor during grand opening event
- Special Photo Opportunity with Township Staff

## Social Media

- Mention in *Lakefront Skate & Market* posts from the Township's social media channels
- Sharing of approved content from sponsor's pages

## Thank You

- Inclusion in all post-event communications

## Rights

- First Right of Refusal for 2025 -2026 Season



# SILVER SUPPORTER



5 Available at \$1,000

## Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising

## Activation

- 1x Activation space during a market weekend of your choice

## Recognition

- Verbal recognition from the Mayor during grand opening event

## Social Media

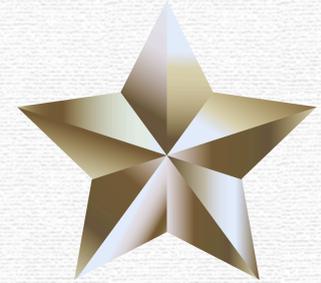
- Mention in *Lakefront Skate & Market* posts from the Township's social media channels

## Thank You

- Inclusion in all post-event communications



# BRONZE BOOSTER



Unlimited at \$500

## Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising

## Social Media

- Mention in *Lakefront Skate & Market* posts from the Township's social media channels

## Thank You

- Inclusion in all post-event communications



## Additional Opportunities

Looking to get more involved? We are able to curate unique packages to suit your needs! You may consider a sponsorship in-kind, partnership activations, and pop-ups!

If you have a sponsor/partner idea, we invite you to share with our team! We would love to work with you to customize a package and help create positive experiences for our community and visitors!

Looking forward to hearing from you and making this year at the *Scugog Lakefront Skate & Market* unforgettable!

### Lakefront Skate and Market

This Project is  
Funded by:  
Federal Economic Development  
Agency for Southern Ontario

Financé par :  
Agence fédérale de développement  
économique pour le Sud de l'Ontario

Canada

**To secure a sponsorship, partnership, or request more details, please contact:**



Clarke Keenan  
Parks and Recreation Associate

**905-985-8698 Ext. 310**

**[ckeenan@scugog.ca](mailto:ckeenan@scugog.ca)**

 @TownshipofScugog  @TwpofScugog

*Thank  
you!*

 Tourism  
Scugog

*Lakefront  
Skate & Market*

