



Centre
Wellington



COMMUNITY PARTNERSHIPS

Advertising and
Sponsorship Opportunities





HI THERE!

Welcome to the Community Partnerships Program! This catalogue features exciting opportunities for your business or organization to make a lasting impact in your community while achieving your marketing and corporate goals. Some of our hot items, like the **Shuttle Bus Advertising Opportunity, Swim to Survive Programs, and Sponsored Public Swims**, are specifically designed to help eliminate financial barriers and ensure everyone can participate, regardless of their background. These programs have short lead times, so you can quickly see the difference you're making. Whether you're reaching families, individuals, or visitors, our partnerships provide valuable ways to engage with the community and demonstrate your commitment to fostering a healthy, active, and connected environment for all.



communitypartners@centrewellington.ca



519-846-9691 extension 262



www.centrewellington.ca/communitypartnerships



SHUTTLE BUS PROGRAM

Partner With Us: Elora & Fergus Shuttle Bus Program

EXPRESSION OF INTEREST OPEN NOW!

The **Elora & Fergus Shuttle Bus Program** is an exciting initiative designed to enhance transportation accessibility and alleviate parking constraints in our vibrant downtown areas. Operating as a weekend shuttle service during peak tourism hours, this program connects key locations between Elora and Fergus, making it easier for residents and visitors to explore our beautiful communities.

HOW TO GET INVOLVED

Interested in partnering with us? Submit an Expression of Interest form today!

[Click here to download the form](#)

Deadline to Submit: April 4, 2025





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SWIMMING SPONSORSHIPS

Support Swim to Survive & Swim to Survive Plus

Drowning is a leading cause of preventable death in children. That's why the Lifesaving Society's Swim to Survive and Swim to Survive Plus programs are essential. These programs teach Grade 3 and Grade 7 students in Centre Wellington critical water survival skills to survive unexpected falls into water.

How You Can Help:

- Co-Sponsor the Grade 3 Program - \$1,075
- Sole Sponsor for Swim to Survive Plus - \$2,115

Both sponsorships include bussing, ensuring no child is left behind due to financial or transportation barriers.

Your Organization will be Recognized Through:

- Sponsorship recognition in letters to all participating households
- Social media and website mentions
- Digital screen and electronic sign visibility

Help 600 local students learn life-saving skills! Your support can make all the difference in preventing drowning and saving lives!



SWIMMING SPONSORSHIPS

Sponsored Public Swimming

Thanks to our generous community partners, the Township is offering FREE public swims on select Saturdays and Sundays for the first 40 children/youth participants - available only on sponsored days. There are still plenty of Sunday swims left for the 2025 calendar year!

Why Sponsor?

Sponsoring a public swim session is a great way to give back to the community while gaining valuable exposure for your business or organization.

- Recognition on Township's social media and website
- Recognition in one issue of the community guide
- Recognition on TV's in the CW Community Sportsplex and the Jefferson Elora Community Centre

We thank our current sponsors and invite you to join them! Contact us today to secure your sponsorship for the upcoming sessions!

How You Can Help:

- Sponsor a Swim - \$148.48



ARENA ADVERTISING



Board Advertising at the Centre Wellington Community Sportsplex

Showcase your business or organization to over 500,000 visitors annually at the Centre Wellington Community Sportsplex! Advertise on the rink boards in Pad A and/or Pad B - a high-visibility opportunity perfect for connecting with the local community and event attendees.

Whether it's hockey games, public skates, tournaments, or other exciting events, your message will stand out at one of our most popular facilities.

Cost: \$783.27 Per Year

Other Advertisements Include:

- Stair Riser Ads
- CW Community Sportsplex Naming Rights
- CW Community Sportsplex - Pad Take Over

Contact us directly for more information





COMMUNITY GUIDE

The Community Guide is a valuable resource distributed three times per year to approximately 13,000 households across Centre Wellington. It is also available online through our website and promoted on our social media channels (Facebook and X (Twitter), providing extensive exposure for your business or organization.

Ad Sizing:

- 1/8 Page - \$105.31
- 1/4 Page - \$146.15
- 1/2 Page - \$264.78
- Full Page - \$474.20
- Cover Page - \$581.15

Why Advertise in the Community Guide?

- Wide Distribution
- Online Presence
- Social Media Exposure

