

# Sponsorship Opportunities: At a Glance



Sponsorship Type	Title	Opening Ceremony	Gold	Podium	Tier 1 Event	Tier 2 Event	Tier 3 Event	Hospitality	Friends of the Games	
Fee	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500	\$1,000	\$500	
Naming Rights	Named the Orillia 2020 Ontario Winter Games Presented by XXXX	2020 Ontario Winter Games Opening Ceremony presented by XXXX	XXXX Proud Gold sponsor of the Orillia 2020 Ontario Winter Games	XXXX Named Official Partner of the Orillia 2020 Ontario Winter Games	XXXX Named Official 'Event' Sponsor (Futsal, Wrestling, Snowboard, Hockey or Artistic Swimming)	XXXX Named Official 'Event' Sponsor (Kickboxing, Cross-Country Skiing, Wushu, Karate, Curling/Wheelchair Curling, Ringette, 5-Pin Bowling, Alpine Skiing, Fencing or Badminton)	XXXX Named Official 'Event' Sponsor (Wheelchair Basketball, Weightlifting, Target Shooting, Squash, Speed Skating, Sledge Hockey, Para Alpine Skiing, Para Nordic Skiing, Biathlon, Judo or Field Hockey)	XXXX Named 'Hospitality' Sponsor	XXXX Named Friends of the Games	
Partnership Rights	Orillia 2020	This Sponsorship Level is completely customized to the sponsor	Orillia 2020	✓						✓ Reserved VIP event seating with priority parking
				✓	✓	✓	✓	✓	✓ Exclusive invitations to VIP and media functions	
				✓					✓ Recognition and tickets to sports dinners and awards ceremonies	
				✓					✓ Exposure on all event advertising (print, website)	
Marketing Elements	Orillia 2020	This Sponsorship Level is completely customized to the sponsor	Orillia 2020	✓	Ability to declare the event FREE due to partnership	Ability to declare the event FREE due to partnership	Ability to declare the event FREE due to partnership	✓	✓	✓ Logo and link on orillia2020.ca
				✓	Signage placement at event sporting location	Signage placement at event sporting location	Signage placement at event sporting location	Signage placement at location	✓	✓ Prominent recognition as Corporate Sponsor throughout all Games communication
				1/2 page advertisement	Business Card	Business Card	Business Card	Business Card	Logo	✓ Signage placement at all sporting venues, and hotel locations
				✓						✓ Advertisement in Winter Games Official Athlete's Handbook
Promotion	Orillia 2020	This Sponsorship Level is completely customized to the sponsor	Orillia 2020	✓	✓	✓	✓	✓	✓	✓ In-venue audio mention and video board coverage where applicable
				✓	✓	✓	✓	✓	✓ Banners/signs displayed at venue	
				✓	✓	✓	✓	✓	✓ Opportunity to award medals	
				✓	✓	✓	✓	✓	✓ Ownership of co-developed properties	