



- CORPORATE -

# Sponsorship Package

# Dear friend of Kivi Park,

I want to offer you the opportunity to partner with Kivi Park, Sudbury's premium outdoor wellness and adventure attraction. As a partner, you will not only help support and advance Kivi Park, but you will be contributing to our sustainability plan that will ensure Kivi Park can be enjoyed by all residents of the City of Sudbury and beyond for years to come.

Kivi Park is a 12-month, 4-season attraction comprising 480 acres of land and is a premier destination for outdoor health and wellness, sport and adventure. The park offers a 1.3km skate path through the forest, hiking, snowshoeing, fat biking, mountain biking and both classic and skate skiing trails. Canoeing, kayaking, and paddle boarding are also available at the Crowley Lake Outpost, with options to portage to Linton Lake.

Kivi Park has hosted numerous local and provincial sporting and cultural events and has been the chosen location for numerous philanthropic events and activities supporting local charities and organizations. It is also the only Para Nordic training centre in Ontario and the training ground for countless other athletes.

Kivi has become the 'go to' year-round recreation destination for Northerners and community visitors alike. We are making innovative strides to ensure that all of our guests can enjoy the park and experience the true biodiversity of the Boreal Forest for generations to come.

As a charity, we are now looking to partner with businesses such as your own in a mutually beneficial relationship through both Sponsorship and Corporate Pass Programs. Both opportunities are outlined in this Kivi Corporate Partnership Package. We greatly appreciate your consideration.

For further discussion, please contact myself, Kerry Lamarche by phone [705.822.5165](tel:705.822.5165) or email [klamarche@kivipark.com](mailto:klamarche@kivipark.com)

Kindest Regards,

## Kerry Lamarche

[Kerry Lamarche](#) | Executive Director





# Sponsorship Opportunities

Make an impact and join a community that shares your organization's commitment to employee health and wellness.

Your sponsorship directly supports your team, the community, and the ongoing maintenance and growth of Kivi Park's offerings. In return, your investment provides valuable exposure through strong social media presence, on-site recognition, and community engagement opportunities.

This partnership not only enhances your brand awareness among local residents and out-of-town visitors, but also positions your organization as a leader in supporting health, wellness, and outdoor recreation.

## The Benefits of Your Sponsorship

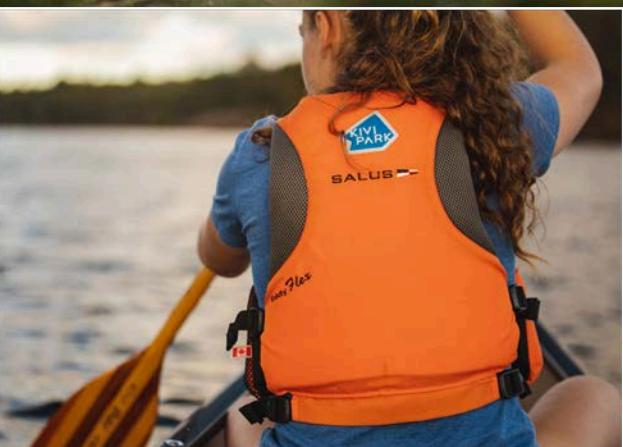
- High-visibility recognition – Elevate your brand with prominent exposure across all Kivi Park social media channels and on-site signage seen by thousands of visitors year-round.
- Valuable business advantage – Maximize your return by deducting your sponsorship as an advertising expense.
- Exclusive access – Partner with Kivi Park's event team to host memorable corporate events with professional planning and on-site support.

(table chart to follow)

# Sponsorship Opportunities

 SUPPORTER	 TREE LIGHTING	 GROOMING	 LOOK OUT	 OUTDOOR LOUNGE AREA	 TRAIL*
<p>Gain exposure to our online audience through social media and by having your logo on our website among other amazing business supporters. We have the ability to expose your business, services and logo to over 25,000 followers across all social media platforms. As a Kivi Supporter your business will be featured on our:</p> <ul style="list-style-type: none"> <li>• Website/Social media</li> <li>• Welcome Sign</li> </ul> <p>Each Sponsorship Package will include prominent sponsorship recognition opportunities.</p> <p><b>\$1500_/year</b> 3 YEAR TERM</p>	<p>When you are a Tree Lighting sponsor your business will shine in one of the most popular events held at Kivi Park. By sponsoring a tree, your logo will sit in shining lights in a winter wonderland setting seen from everyone's favourite skate path; Nina's Way, from December - March! As a Tree Lighting Sponsor, your business will be featured on our:</p> <ul style="list-style-type: none"> <li>• Website/Social media</li> <li>• Welcome Sign</li> <li>• Medium Tree Lighting</li> </ul> <p>Each Sponsorship Package will include prominent sponsorship recognition opportunities.</p> <p><b>\$3000_/year</b> 3 YEAR TERM</p>	<p>Your business's brand will be seen cruising the trails on one of our Kivi Park grooming vehicles! As a Grooming Sponsor your business will be featured on our:</p> <ul style="list-style-type: none"> <li>• Website/Social media</li> <li>• Welcome Sign</li> <li>• Medium Tree Lighting</li> <li>• Kivi Park vehicle</li> </ul> <p>Opportunities include our ATVs, snowmobiles, side by side and more!</p> <p>Each Sponsorship Package will include prominent sponsorship recognition opportunities.</p> <p><b>\$5000_/year</b> 3 YEAR TERM</p>	<p>With this opportunity your business will be the brand that park visitors will see when taking in the views at Kivi and gain exposure on some of our most popular look outs! As a Look Out Sponsor your business will be featured on our:</p> <ul style="list-style-type: none"> <li>• Website/Social media</li> <li>• Welcome Sign</li> <li>• Medium Tree Lighting</li> <li>• Trail Maps</li> <li>• Signage at Lookout</li> </ul> <p>Each Sponsorship Package will include prominent sponsorship recognition opportunities.</p> <p><b>\$7500_/year</b> 5 YEAR TERM</p>	<p>Your brand will be featured in one of two cozy fireside lounge areas. Gain exposure among park goers relaxing, warming up by the fire and lacing up their skates. Lounge areas are equipped with Muskoka Chairs and a toasty outdoor fireplace! Your business will be featured on our:</p> <ul style="list-style-type: none"> <li>• Website/Social media</li> <li>• Welcome Sign</li> <li>• Medium Tree Lighting</li> <li>• Trail Maps</li> <li>• Lounge Area Signage</li> </ul> <p>Each Sponsorship Package will include prominent sponsorship recognition opportunities.</p> <p><b>\$10,000_/year</b> 5 YEAR TERM</p>	<p>This package gives your business the opportunity to naming rights of one of our world-class trails, and contribute to the growth of the Park. Sponsoring a trail will allow you to set your tracks on 55km of world-class trails. With this package your business will be featured on our:</p> <ul style="list-style-type: none"> <li>• Website/Social media</li> <li>• Welcome Sign</li> <li>• Medium Tree Lighting</li> <li>• Trail Maps</li> <li>• Promotional Materials</li> <li>• Trail Signage</li> </ul> <p>Each Sponsorship Package will include prominent sponsorship recognition opportunities.</p> <p><b>\$15K-25K_/year</b> 10 YEAR TERM</p>

\*Trail sponsorship vary from \$15,000 to \$25,000 annually depending on type, size and location of trail.



For more information, contact

**Kerry Lamarche**

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