



- WINTER -

Partnership Package

KIVIPARK.COM



Dear friend of Kivi Park,

I would like 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 residents of the City of Sudbury and beyond for years to come.

Kivi Park is a 12-month, 4-season attraction comprised of 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 is also available at the Crowley Lake Outpost with options to portage to Linton Lake.

Up to now, Kivi Park has been maintained through the generosity of private donors. In order to ensure Kivi Park is enjoyed by citizens for generations to come, we are launching a whole new way of managing Kivi Park for the future.

As a not-for-profit 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 Partnership Package. We greatly appreciate your consideration. For further discussion please contact myself, Kerry Lamarche by phone **705.822.5165** or email **klamarche@kivipark.com**

Kindest Regards,

Kerry Lamarche

Kerry Lamarche | Executive Director





Nina's Way

Nina's Way skate path is a breathtaking sight at night. With 1.3km of lit trails and music, it is a Northern tourism destination & winter wonderland for our community.



Sponsorship Opportunities

With over 80,000 visits annually, Kivi Park provides a unique opportunity to showcase your organization. With over 25,000 followers on various social media platforms, your sponsorship will be boosted by on line tagged posts thanking you for your support. Being a Kivi sponsor not only helps us to operate and grow Kivi Park, it aligns our brands and demonstrates your dedication to giving within our community!

All packages include 15% back in Kivi Passes!

 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"> • Website/Social media • Rink Board <p>PLUS \$200 in Kivi Passes</p> <p>\$1250/year 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"> • Website/Social media • Rink Board • Medium Tree Lighting <p>PLUS \$400 in Kivi Passes/Term</p> <p>\$2500/year 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"> • Website/Social media • Rink Board • Medium Tree Lighting • Kivi Park vehicle <p>Opportunities include our ATVs, snowmobiles, snow-dog groomer and more!</p> <p>PLUS \$525 in Kivi Passes/Term</p> <p>\$3500/year 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"> • Website/Social media • Rink Board • Medium Tree Lighting • Trail Maps • Look out Naming Rights <p>PLUS \$800 in Kivi Passes/Term</p> <p>\$5000/year 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"> • Website/Social media • Rink Board • Medium Tree Lighting • Trail Maps • Lounge Area Signage <p>PLUS \$1200 in Kivi Passes/Term</p> <p>\$7500/year 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"> • Website/Social media • Rink Board • Medium Tree Lighting • Trail Maps • Promotional Materials • Trail Signage <p>PLUS \$2000 + in Kivi Passes/Term</p> <p>\$10k - 15k/year 10 YEAR TERM</p>

*Trail sponsorship vary from \$10,000 to \$15,000 annually depending on type, size and location of trail.

Corporate Pass Program

Offering employees access to Kivi Park is a wonderful way to support your employee's health and wellness. Studies show that physical activity and spending time outdoors has a significant impact on individual's physical and mental health. Show your employees you care by helping to improve their physical and mental health and investing in something that will help retain employees with the purchase of your Corporate Kivi Pass.

All packages include 15% back in Kivi Passes!

	% SAVING	OPTION A ALL DAY PASS PLAN	OPTION B ALL ANNUAL PASS PLAN	OPTION C HYBRID PLAN	\$ PRICE
SEEDLING	10%	55	6	5 Annual Passes 10 Day Passes	\$995
SPRUCE	15%	150	15	15 Annual Passes 15 Day Passes	\$2500
PINE	20%	275	25	25 Annual Passes 25 Day Passes	\$4000
POPLAR	25%	400	40	35 Annual Passes 35 Day Passes	\$5500
BIRCH	30%	600	60	55 Annual Passes 55 Day Passes	\$7500
OAK	35%	850	85	75 Annual Passes 75 Day Passes	\$10,000
MAPLE	40%	1150	115	100 Annual Passes 100 Day Passes	\$12,500

If additional passes are required they they can be provided at an additional cost subject to a discount based on your corporate membership level.

Corporate Membership Benefits

Corporate Value:



EXCLUSIVE ACCESS

Exclusive access to host corporate events & discount rates to Kivi Park Corporate pass holders.



PR OPPORTUNITIES

For Oak Level and above a PR campaign can be launched to raise awareness of the partnership between Kivi Park and your organization.



BRAND ALIGNMENT

Depending on membership level, your organization could be highlighted through planned social media coverage on all of Kivi Park channels, including our 18,000+ online followers.

Employee Value:



OUTDOOR ADVENTURE

Kivi Pass holders have 365 day access ski, snowshoe, hiking and fat biking trails, a world class playground, as well as access to Crowley Lake for paddle boarding, kayaking, canoeing and more!



PHYSICAL HEALTH

Access to Kivi Park is an effective way to get employees active and outdoors. Increase in physical activity is shown to reduce the risk of diabetes, cancer and other lifestyle related illness, while improving mobility and reducing the risk of injury.



MENTAL HEALTH

Being active and spending time outdoors is shown to improve mental health and reduce depression.





For more information, contact

Kerry Lamarche

klamarche@kivipark.com | 705-822-5165

