

PARTNERSHIP OPPORTUNITIES



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RATH EASTLINK COMMUNITY CENTRE

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The Rath Eastlink Community Centre has played host to a diverse range of events and entertainment, attracting audiences from across the region and beyond. From blockbuster concerts and sporting events to family-friendly shows and community gatherings, our venue has something for everyone.

And we couldn't have done it without the generosity of our sponsors! As a not-for-profit we rely on developing partnerships to help fund the wide range of programming and entertainment we do today. However, we pride ourselves in making all of our relationships mutually beneficial. After all, your success is our success and our goal is to provide you with a positive return on your investment.

If you haven't thought about partnering with us, here are some reasons why you should consider it!



- **A study conducted by the Canadian Federation of Independent Business in 2014 found that 73% of Canadians believe that businesses should be involved in supporting their communities.** Sponsoring a local community center or event can be seen as a way to demonstrate social responsibility and improve a company's image



- **58% of global consumers** have reported making purchase decisions based on **Out of Home (OOH) ads and signage** they have seen, making it a highly influential advertising medium



- **According to a 2019 study by Eventbrite, 74% of attendees have a more positive opinion about the sponsoring company after an event, and 80% of attendees can recall at least one sponsor of an event they attended**



- **A study by the Advertising Specialty Institute found that 42% of people who receive promotional products from a business have a more favorable impression of that business.** Sponsoring a local event or community center can be an opportunity to distribute promotional items, which can help improve a business's image and build goodwill with potential customers.

With our reputation for excellence and commitment to providing top-notch programming, the Rath Eastlink Community Centre is the perfect venue to showcase your brand and build connections with potential customers. Join us in making a positive impact in the local community and become a part of the exciting history of entertainment at our venue.

SIGN, SIGN - EVERYWHERE A SIGN

Did you know that signage is one of the most effective forms of advertising? According to a 2018 study by Nielsen, OOH (out of home) advertising generates up to 4.4 times more online activity per ad dollar spent compared to television, print, and radio advertising. Sponsoring signage around the Rath Eastlink Community Centre is a smart investment in your brand's visibility and recognition in our local Community. Your sponsorship of our signage opportunities will help us continue to provide quality programming and services to the community, while also giving your brand exposure to a captive and engaged audience!



Signs that are larger than 25 square feet are viewed 50% more often than smaller signs.



BEARCATS, BOARD & ICE LOGOS, BIG SCREENS & MORE!

Partnering with us and the Truro Jr. A Bearcats offers your brand the unique opportunity to engage with local hockey fans while supporting a beloved community team. Our sponsorship packages offer a range of options, including the ability to sponsor board signs and ice logos within the arena and engage in exciting game activations that put your brand in front of a captive audience of passionate fans. With an average attendance of 1000 people per game in 2022-2023 (and growing!) our partnership offers a powerful platform to showcase your brand and drive engagement with potential customers in the local community. By supporting the Truro Jr. A Bearcats and the Rath Eastlink Community Centre, your brand can demonstrate its commitment to the local community, connect with fans and families, and build brand recognition and loyalty that will last for years to come."

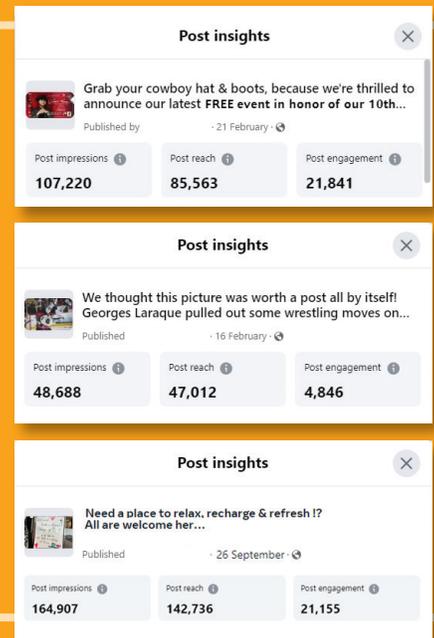
DIGITAL ADVERTISEMENTS

By advertising on our outside digital sign, your brand will have the opportunity to reach a captive audience of thousands of drivers and passersby who travel along McClures Mills Road each day. Our high-impact digital display is strategically located to maximize exposure and ensure your message is seen by a wide range of potential customers. With the ability to display full-motion video and eye-catching graphics, your brand can effectively capture the attention of commuters and stand out from the competition. Advertising on our outside digital sign is a powerful way to increase brand awareness, drive traffic to your business, and connect with customers in the local community.



SOCIAL MEDIA

With a strong presence on various social media platforms as well as our popular website www.therecc.ca, we have established ourselves as a go-to source for entertainment, sports, and recreation in Colchester County and beyond. Our strategic marketing approach not only targets audiences throughout Colchester County but to a wider audience across Atlantic Canada - ensuring maximum exposure and engagement. Our commitment to delivering unique and engaging content has helped us build a loyal following of 18,000 strong and growing - making us a leader in social media and marketing reach in our region. Let us help you gain maximum exposure to your brand or company.



CORPORATE WELLNESS PACKAGES

As we work with sponsoring businesses to develop corporate membership packages that include discounted rates, it's important to note the significant impact that physical activity and wellness programs can have on employee engagement and productivity. Studies have shown that employees who engage in regular physical activity take 27% fewer sick days and are 50% less likely to suffer from depression or anxiety, leading to a more engaged and productive workforce. By aligning your brand with our community-focused approach to wellness, you'll not only be supporting a healthier community, but also bolstering your own corporate wellness plan and ultimately, your bottom line.

... AND MUCH MORE!

By partnering with us, your brand can tap into a captive audience of loyal supporters, building brand recognition and driving engagement with potential customers. Our sponsorship packages offer customizable opportunities to align your brand with our programming and events. Whether online or in person, we offer a unique opportunity to connect with a diverse audience of individuals who are passionate about health, wellness, and community involvement.

Together, we can create a powerful partnership that delivers measurable results and demonstrates your commitment to making a positive impact in the local community.

Reach out to us today!

Email partnership@therecc.ca or call 902-624-0081