

SPONSORSHIP OPPORTUNITY



TITLE PARTNERSHIP

INDOOR CLIMBING WALL

at MacDonald Island Park

INVESTMENT

\$50,000
OVER 5 YEARS

PARTNERSHIP BENEFITS

- Official naming rights as the partner for the Climbing Wall for a period of 5 years, the Climbing Wall shall be referred to at all times and in media releases as the "*Company Name Climbing Wall*".
- Community exposure and recognition as the most prominently affiliated partner with rock climbing at MacDonald Island Park.
- Corporate name and logo recognition at the "*Company Name Climbing Wall*"
- Promotion at MacDonald Island Park on the exterior and interior digital display screens to announce the new partnership.
- Thank-you mentions on our social media websites.
- Corporate name and logo recognition on macdonaldisland.ca
- 5% of investment goes toward the Mi KIDS program.

SUMMARY OF SERVICES

The Climbing Wall provides members and guests at MacDonald Island Park the ability to rock climb and take their fitness to new heights all year round! With a variety of programming and opportunities with the Climbing Wall, youth and adults can enjoy a night out, learn from our professional instructors, mix up their fitness routine, attend a fun birthday party, and much more! Climbing Wall users are able to focus on their own health and wellness in a unique way while bringing the great outdoor climbing sport indoors. Our affordable climbing and programs are highly-demanded and have been a great benefit to the community for many years.

As a title partner to the Climbing Wall, your company will be granted the naming rights to this amenity and the Climbing Wall shall be referred to at all times as the "*Company Name Climbing Wall*".

15,000

PEOPLE ACTIVELY CLIMB AT
MACDONALD ISLAND PARK EVERY YEAR

SPONSORSHIP OPPORTUNITY



1,250
CLIMBERS PER MONTH HAVE FUN
AT THE CLIMBING WALL

40
CLIMBERS PER DAY

PROGRAMMING AND EVENTS

At MacDonald Island Park, we want to give our users the best possible climbing experience. Participants will get the opportunity to climb all routes at the Climbing Wall and get help with their climbing technique from one of our professional instructors. These skills will help participants grow as a climber as well as achieve new personal goals. We offer a variety of programs, instructor-led sessions, and the space can be used for a variety of purposes including games, team building, birthday parties, competitions, and much more! As the title partner, your company will have the opportunity to host climbing events and collaborate with the RRC sport specialists to program the space.

- Birthday Parties
- Youth Climbing Camps
- Adult Workshops
- Date Night
- Ladies Night Out
- Corporate Team Building
- Private Events
- Corporate hosted events and functions
- Programming Classes:
 - Tykes Rock, Youth Climb, Top Rope, Climb Fund, Climb Program, Parent & Tot, Bouldering, Route Setting, Adult Climb, Rappelling, Couples Beginner.