

Community Engagement and Sponsorship Communications Plan

To effectively engage the community and encourage public sponsorship for the new arena seats, a comprehensive communications plan has been developed. This plan will ensure maximum awareness, participation, and success through multi-channel promotion, direct outreach, and strategic partnerships.

1. Communications Strategy

The sponsorship program will be promoted through various platforms to reach a broad audience and encourage community involvement:

- **Social Media**– Regular updates via municipal social media channels and the official website.
- **Traditional Media Advertising** – Newspaper advertisements, radio broadcasts, and local publications.
- **Press Releases & Media Coverage** – Announcements in media outlets to generate awareness and interest.

2. On-Site Promotion

We will be including the following at the arena and municipal centre:

- **Dedicated Display Seat** – A showcased arena seat will be placed in a visible location to illustrate the sponsorship opportunity.
- **Posters, Banners & Brochures** – Informational materials will be strategically placed in the arena and municipal center to engage visitors and encourage participation.

3. Direct Outreach & Community Partnerships

Targeted engagement with individuals, businesses, and community groups will help generate excitement and support:

- **Personalized Outreach** – Municipal staff will contact individuals and businesses that have already expressed interest in sponsorship.
- **Local Sports Teams & Community Groups** – Partnerships with local sports organizations, minor hockey leagues, and community groups will leverage their networks to promote sponsorship opportunities.

4. Sponsorship Recognition & Incentives

To increase participation, sponsors will be publicly recognized and appreciated:

- **Personalized Seat Name Labels** – Sponsors will have their name (or a dedication) displayed on the seat they sponsor.

- **Public Recognition** – Acknowledgment on the municipal website, social media platforms, and in a "Thank You Sponsors" section of the arena.
- **Community Event**– Potential for a public recognition event celebrating the successful sponsorship campaign.

6. Timeline for Implementation

Phase	Activities	Timing
Prep for Re: Launch	Update the project page, finalize promotional materials, develop FAQs for public inquiries	Immediately after award
Re: Launch (Tender Awarded)	Announce program relaunch via social media, website, press releases, and direct outreach to key stakeholders	Immediately after award
Ongoing Promotion	Social media campaign, newspaper and radio ads, on-site promotions, direct outreach, collaboration with sports teams and community groups	Ongoing
Final Push	Last call for sponsorships, targeted outreach to remaining potential sponsors, final reminders across all platforms	Ongoing until at capacity
Post-Campaign Recognition	Publicly recognize sponsors via social media, website, and potential appreciation event	Upon installation completion