



Markham Skating Club 2024 Ice Show “Spotlight Ontario” | April 12 - 7pm, April 13 - 1pm & 7pm, April 14 - 1pm

Dear potential sponsor

We would like to invite you to partner with the Markham Skating Club as a Corporate Sponsor for our upcoming bi-annual Ice Show, entitled “Spotlight Ontario” from April 12-14, 2024. Hundreds of people from the City of Markham and surrounding areas will gather to see this professional-level Ice Show over four performances.

We are proud to say that ours is one of the finest amateur Ice Shows in Canada. We offer a top-quality production with world-class guest performers like Toller Cranston and Patrick Chan, to name a few.

A production of this nature is a huge undertaking, which is why we need your help. The Club is a not-for-profit organization which is run by a group of volunteers. Much of the cost for the show is covered by Members’ fees and ticket sales, but additional support is required from our valued partners in the community and fundraising events to help make ends meet so we can keep our fees as low as possible.

Various sponsorship packages are available, however we also welcome in-kind donations to assist with show production. We hope you will consider this invitation and the positive impact your corporation’s support will have on the Markham Skating Club.

By partnering with us as a sponsor, your business will play a vital role in supporting local talent and contributing to the cultural vibrancy of our community. This event goes beyond the rink, showcasing the resilience and creativity of our figure skaters and highlighting the richness of the skating culture in the Province of Ontario.

If you are interested in supporting this worthwhile event, feel free to contact us at mscsponsorship@gmail.com.

Sincerely

MSC Sponsorship Team



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2024 Sponsorship Benefits

PRESENTING SPONSOR - \$5,000

- Presenting Sponsor Colour logo on Ice Show program cover
- Presenting Sponsor "Welcome letter" - Full page inside program
- 1st presenting sponsor - Outside Back Cover colour ad
- 2nd + presenting sponsors - double page black and white ad
- Logo or company name on all 2024 admission tickets
- Premier exposure with online ticket sales partner website (logo and web link)
- MC acknowledgement for all 4 performances
- Presenting sponsor acknowledgement on Markham Skating Club's website and social channels
- Recognition on arena lobby signage
- Sponsor-supplied signage placement and prominence at ice (performance) level
- VIP Show Package - includes 2 tickets to the Ice Show, VIP seats and autographed mementos from our guest skater

PLATINUM SPONSOR - \$3,000

- Full Page colour ad in Ice Show program - inside front cover or back cover
- Colour logo on Ice Show program front cover
- Logo or company name on all 2024 admission tickets
- MC Acknowledgement during all four performances
- Acknowledgement on Markham skating Club's website and social channels
- Recognition on arena lobby signage
- VIP Show Package - includes 2 tickets to the Ice Show, and VIP Seats and autographed mementos from our guest skaters
- Sponsor-supplied signage at ice (performance) level

GOLD SPONSOR - \$1,500

- Full page colour ad in Ice Show Program
- MSC Acknowledgement during all four performances
- Acknowledgement on Markham Skating Club's Website and social channels
- Recognition on area lobby signage
- VIP Show Package - includes 2 tickets to the Ice show and autographed mementos from our guest skaters



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SILVER SPONSOR - \$1,000

- Full page (black and white) ad in Ice Show Program
- Acknowledgement on Markham Skating Club's website and social channels
- Recognition on area lobby signage

BRONZE SPONSOR - \$750

- Half page ad (black and white) in Ice Show Program
- Acknowledgement on Markham Skating Club's website
- Recognition on arena lobby signage

PARTNER - \$500

- Quarter page ad (black and white) in Ice Show Program
- Acknowledgement on Markham Skating Club's website

SUPPORTER - \$250

- Business card size ad (black and white) in Ice Show Program
- Acknowledgement on Markham Skating Club's website

For inquiries, please reach out to mscsponsorship@gmail.com and we will send you the sponsorship forms and answer any questions you may have.

Thank you for your support of the Markham Skating Club and our amazing skaters.



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	PRESENTING*	PLATINUM	GOLD	SILVER	BRONZE	PARTNER	SUPPORTER
Cost	\$5,000	\$3,000	\$1,500	\$1,000	\$750	\$500	\$250
Ad Size	Double page	Full Page (inside front or back cover)	Full Page	Full Page	Half Page	Quarter Page	Business Card
Ad Colour	B&W	Colour	Colour	B&W	B&W	B&W	B&W
Welcome Letter in program	X						
Logo on Cover	X						
Logo on tickets	X	X					
Logo and link on ticket site	X						
MC acknowledgement	X	X	X				
MSC Website	X	X	X	X	X	X	X
MSC Social	X	X	X	X			
Arena Outdoor signage	X						
Arena Lobby Signage	X	X	X	X	X		
Ice level signage (sponsor supplied)	X	X					
VIP Show Package	X	X	X				

*1st presenting sponsor gets 1 full page colour ad on the outside back cover, 2nd+ presenting sponsors get double page black and white ads



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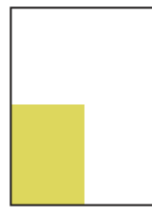
Markham Skating Club 2024 Ice Show Advertisers' Ad Specs and Contract - 1 of 2



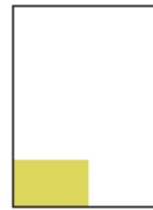
Full Page:
7.75" x 10"



Half Page Horizontal:
7.75" x 4.875"



Quarter Page:
3.75" x 4.875"



Business Card:
3.75" x 2.25"

Ad Requirements

- Advertising rates quoted are based on the ads being provided as specified. Electronic files must conform to specifications
- All ads are to have no bleeds (cover ads excepted)
- Add ads are black and white (cover ads excepted)
- Preferred formats for electronic ads are AI, EPS, hi-res PDF
- Ads must be created to exact ad sizes provided
- All support files must include (logos, illustration files and scans)
- If you have previously supported an ice show (2018) and no changes are required to your ad creative, please let us know and **no new submission of artwork is required**

Ad Submission:

- We will provide a file transfer option as required

Ad Assembly:

- Ads can be built for advertisers who do not have electronic artwork; the following rates will apply
 - Business Card Ad: \$30
 - Quarter Page Ad: \$50
 - Half Page Horizontal Ad: \$80
 - Full Page Ad: \$150
- For Text Edits only to existing 2018 ad materials: \$25

Booking Deadline: Friday, February 23, 2024
Material Deadline: Wednesday, February 28, 2024

