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BARRIE SPORTS *Hall of Fame*



Partnership PROGRAM 2024/2025



BARRIESPORTSHALLOFFAME.CA

  *Connect with Us!*

HONOUR. CELEBRATE. INSPIRE.
the past the present the future

Become a Partner

PARTNERSHIP WITH THE BARRIE SPORTS HALL OF FAME

To help attain and maintain our goals, the Barrie Sports Hall of Fame would like to create a partnership and long-term relationship with your business or organization.

As a recognized Partner of the BSHoF, your annual financial contribution will help fund the expenses incurred for our annual Induction Ceremony, as well as other special events and initiatives as directed by our board members.

HOW WILL YOUR ORGANIZATION BENEFIT FROM THIS PARTNERSHIP?

With 7 partnership levels, we are sure to have one that's just right for your organization. Each of our partnership levels provides various inclusions that will showcase your support of the Hall. (See page 4-5.)

The potential for publicity is extensive throughout Barrie, neighbouring communities, and beyond. Some of these opportunities include prominent recognition on our website and print materials, and acknowledgement in our press releases and social media.

Other options include a continuous display of your company logo at Allandale Recreation Centre – the home of the Hall of Fame – as well, your logo may be showcased during our Induction Ceremony.

Regardless of your partnership level, your organization will receive a receipt indicating the amount you have sponsored the Hall of Fame.

WHERE WE ARE

- Our current sponsorship program was initiated in 2013 and has remained unchanged since that time.
- A limited social media presence.

WHERE WE ARE GOING

- Our new corporate partner program will reflect the economic changes affecting the Hall of Fame since 2013.
- Increased fee structure to reflect costs associated with current and new initiatives.
- Increased social media presence on Facebook and Instagram.
- Sponsor recognition at all recreation centres in Barrie through digital means.
- Strive to attain permanent home in Barrie.

QUICK FACTS

- The Barrie Sports Hall of Fame is located at the Allandale Recreation Centre (ARC) in the heart of Barrie.
- The Hall of Fame displays over 100 inductee portraits and 80 other recognized coaches and teams
- The ARC is the home of the Mariposa Skating School, the Barrie Trojan Swim Club, and the Barrie Speed Skating Club
- More than 620,000 people visit the ARC yearly, including more than 150,000 people that visit in the off-ice season.
- Our Induction Ceremony happens each October, and is recored for broadcast on Rogers TV.
- Rogers TV broadcasts the Ceremony numerous times during the year to more than 33,000 households in the Barrie area.

2024/25 Partnership Levels and Inclusions

INCLUSIONS	PLATINUM \$5000	GOLD \$3000	SILVER \$1000	BRONZE \$500	PORTRAIT \$1500	AWARD \$250	TEAMMATE \$50
Number of partners per level	1	2	Multiple	Multiple	1/Portrait	1/Award	Multiple
Partnership for all events with exclusivity to your field of business	✓						
Logo printed on all promotional materials for year	✓	✓	✓	✓			
Dedicated social media posts with logo and link	4x	3x	2x	2x	1x	1x	1x
Formal acknowledgement by the MC at the Induction Ceremony	✓	✓	✓	✓	✓	✓	
Logo on display during Induction Ceremony and televised on RogersTV	✓	✓	✓	✓	✓	✓	
Logo included on the podium during Induction Ceremony	✓						
Logo on portrait unveiling cloth at Induction Ceremony					✓		
Logo / ad strategically situated in the Induction Ceremony program	Full pg. inside front cover	Full pg. inside program	1/2 pg. inside program	1/4 pg. inside program	Logo on inductee pg.	Logo on award recipient pg.	Logo on Teammate pg.
Prominent placement of logo on BSHoF website with link to partner's website	Partner pg. + website footer	Partner pg. + website footer	Partner pg. + website footer	Partner pg. + website footer	Partner pg. + inductee pg.	Partner pg.	Partner pg.
Logo on the bulkhead in main lobby at Allandale Recreation Centre	✓	✓	✓	✓	✓	✓	
Prominent display of logo at the Allandale Recreation Centre	Bottom Ramp display case	Top Ramp display case	Mid-Ramp display case	Mid-Ramp display case	On Inductee Portrait		

PARTNERSHIP TERM: 1 YEAR - SEPTEMBER 1 TO AUGUST 31

TEAMMATE PARTNER

With so many amazing sports organizations operating out of Barrie, we want to do our part to highlight and celebrate our local athletes' exciting achievements.

To do so, we are inviting all the great local sports organizations and groups to become a "TEAMMATE" partner of the BSHoF.

As a teammate of the Hall, you will receive one dedicated social media post promoting the organization, as well, we will gladly share your athletes' achievement stories over the course of the year through our website and social media channels.

Our goal is to become the central hub for all sporting excellence in our community, shining a light on the many great sporting groups in Barrie in hopes of helping inspiring future members of the Barrie Sports Hall of Fame.

FRIENDS OF THE HALL (IN-KIND SPONSORS)

Do you have a service that you would like to offer in-kind to the BSHoF? Contact us to let us know how you can help. And in return, we will provide some of the following benefits:

- Logo on display throughout Induction Ceremony, and on Rogers TV broadcast.
- Logo included in half page ad strategically situated in the Induction Ceremony program.
- Logo included on Partners page of our website.
- Logo on signage at the Allandale Recreation Centre.
- Dedicated social media posts.

BE A PART OF BARRIE'S SPORT HISTORY!

As a corporate partner with the Barrie Sports Hall of Fame, your company will be a vital part of the lasting legacy that will ensure the continued recognition of sporting excellence in Barrie. Please contact one of the members of the Corporate Partner Committee listed below to discuss partnership options.



RON ANDREWS 705.717.3316
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KEN BANNERMAN 705.790.5434
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Connect with Us!



BARRIESPORTSHALLOFFAME.CA
ALLANDALE RECREATION CENTRE • BARRIE



2024 BARRIE SPORTS HALL OF FAME BOARD MEMBERS

Thank You to Our 2023-24 Sponsors and Partners



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