

SPONSORSHIP OPPORTUNITY



TITLE PARTNERSHIP FITNESS AMENITIES at MacDonald Island Park

FITNESS CENTRE • INDOOR RUNNING TRACK • HIGH PERFORMANCE TRAINING CENTRE

- Supports the needs of community members
- In-demand services
- Fitness programming and personal training
- Promotes health and wellness in the region

SUMMARY OF FITNESS AMENITIES

Sponsoring the fitness amenities highlights your investment in health and wellness in the region, and supports our specialized sport and recreation teams to provide the best possible fitness experience so community members can reach their goals and fulfill their personal potential in health and wellness.

The fitness amenities at MacDonald Island Park provide users with a range of opportunities to reach their fitness goals, while focusing on their personal health and wellness. Our indoor fitness amenities provide something for everyone year-round, whether a user is a high performance athlete, a gym beginner or simply wanting to lead an active, healthy lifestyle. MacDonald Island Park's fitness amenities and professional staff help to achieve health and wellness in the region, through exercise which benefits our community members' minds, bodies and souls.

MacDonald Island Park is home to a large fitness centre including free weights, cardio machines and weight machines, a running track with workout pockets and basic workout materials and a new High Performance Training Centre (HPTC). We also provide personal training services and a wide range of fitness and HPTC classes and programs.



240,000

PEOPLE REACH THEIR HEALTH & WELLNESS GOALS AT THE FITNESS CENTRE EACH YEAR



20,000

PEOPLE USE THE FITNESS CENTRE EACH MONTH

PARTNERSHIP BENEFITS



60,000

PEOPLE USE THE INDOOR
RUNNING TRACK EACH YEAR



2,000

PEOPLE TRAIN AT THE
HPTC EACH YEAR



5,000

PEOPLE USE THE INDOOR
RUNNING TRACK EACH MONTH

INVESTMENT: \$450,000 OVER 5 YEARS

- Official naming rights as the partner for the fitness amenities at MacDonald Island Park for a period of 5 years, including the Fitness Centre, Running Track and HPTC – the amenities shall be referred to at all times as the “*your company name* Fitness Centre”, “*your company name* Running Track”, and the “*your company name* High Performance Training Centre”.
- Community exposure and recognition as a prominently affiliated partner at MacDonald Island Park.
- Press release and radio promotions announcing the new partnership for the fitness amenities.
- Corporate name and logo recognition for each of the fitness amenities.
- Promotion at MacDonald Island Park on the exterior and interior digital display screens to announce the new partnership.
- Partnership kick-off event for the announcement of the new sponsorship.
- 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.



Mi KIDS PROGRAM

5% of your sponsorship investment goes toward the Mi KIDS program, which enhances quality of life in Wood Buffalo by ensuring every KID can afford to have fun. The Mi KIDS program is run by the RRC and aimed to remove financial barriers to participation by making access to sports, leisure, and cultural programs more accessible for children across the region. The program was developed in recognition of the challenges parents and caretakers may face to ensure children and youth have access to programs and activities. Rachel Orser, Interim Chief Executive Officer of the RRC, says: “The Mi KIDS program strives to provide confidential and timely assistance to youth and families, maximize accessibility to program assistance across the region, ensure the financial sustainability of the Mi KIDS program via fundraising efforts and accountability and to recruit and retain partners that share a similar vision for children and youth in our region. The RRC is very proud of the Mi KIDS program and our ongoing commitment to the children and youth of this region.”

INTERESTED? CONTACT SPONSORSHIP@RRCWB.CA

