



# 2025 Advertising, Sponsorship & Naming Rights

Advertise Locally —  
Impact Your Community!





# Land Acknowledgement

The City of Oshawa is situated on lands within the traditional and treaty territory of the Michi Saagiig and Chippewa Anishinaabeg and the signatories of the Williams Treaties, which include the Mississaugas of Scugog Island, Hiawatha, Curve Lake, and Alderville First Nations, and the Chippewas of Georgina Island, Rama and Beausoleil First Nations.

We are grateful for the Anishinaabeg who have cared for the land and waters within this territory since time immemorial.

We recognize that Oshawa is steeped in rich Indigenous history and is now present day home to many First Nations, Inuit and Métis people. We express gratitude for this diverse group of Indigenous Peoples who continue to care for the land and shape and strengthen our community.

'Oshawa' stems from an Anishinaabemowin (Ojibwe language) word meaning "a crossing place" and has further translation as "the point at the crossing of the stream where the canoe was exchanged for the trail". When the word Oshawa was chosen as the name of our city, it reflected and recognized the importance of water and land to our community. Our city's name is a reminder of this important and powerful connection between people and place in the past but also of the present and for the future.

As a municipality, we are crossing over. We are committed to understanding the truth of our shared history, acknowledging our role in addressing the negative impacts that colonization continues to have on Indigenous Peoples, developing reciprocal relationships, and taking meaningful action toward reconciliation.

**We are all Treaty people.**



# Why Oshawa?



**21** events  
per year

## Social reach:

(July 2024 to June 2025)



545k



124k



521k

## Events webpage reach:

(July 2024 to June 2025)

**Views:** 184,659

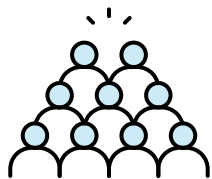
**Visits:** 142,069

**Unique visitors:** 106,168

**Highest page views:**

Peony Festival: 31,181

Canada Day: 24,168



**Population:**  
197,040



**Households:**  
72,254



**Average  
household income:**  
\$112,870



# Community Impact & Value

## Why Partner with the City of Oshawa?

Oshawa's sponsorship program is a partnership that enables you to **connect with your target audience** and directly **contribute to the community** where your customers live, learn, work and play!

Revenues from sponsorship and naming rights offset the City's operational costs, help fund facility improvements and support community programs.

You can engage with existing and future customers, showing that you share their values and passion for this great community. Whether your business is big or small, there are many ways to get involved – from sponsoring one of our signature events to securing naming rights to a city facility.

**As an Oshawa partner, you will:**

- ✓ Increase **awareness** and gain **exposure** within your community and beyond.
- ✓ **Connect** with existing and new customers in a way that is aligned with your business objectives and values.
- ✓ Position your organization as a **valued neighbor** and **community partner** with a tangible commitment to the city where your customers live and work.







# Signature Event Sponsorships



# Community Clean-Up Week

## Let's Make a Difference – Together!

The City of Oshawa is proud to support a **cleaner, greener, and more connected community** – and we want you to join us!

**As a sponsor of Community Clean-Up Week, your organization will:**

- ✓ Be recognized as a **community champion**
- ✓ Gain **visibility**
- ✓ Help **beautify** parks, streets, and neighborhoods
- ✓ **Inspire** civic pride and environmental responsibility



**Participants:**  
8,000+



**Sponsorships starting at:**  
\$1,500

Together,  
we can create  
a cleaner  
tomorrow.





# Doors Open

## Where Community Meets Curiosity

Doors Open Ontario is a province-wide celebration that provides a unique opportunity to explore and enjoy sometimes hidden and always interesting places and spaces in cities across Ontario – free of charge from May to October.

The City of Oshawa hosts Doors Open Oshawa, a free annual event held on the first Saturday in May. The event provides an opportunity to **explore Oshawa's diverse heritage and cultural sites**. Attendees were encouraged to spend the day discovering local history, unique Oshawa buildings and spaces while celebrating the community's heritage.



**Attendees:**  
7,000+



**Sponsorships starting at:**  
\$2,000



# Peony Festival

## Oshawa is Blooming!

The Peony Festival, **winner of the Festival and Events Ontario Top 100 award**, is a free celebration of one of the largest collections of peonies in Canada housed at the Oshawa Valley Botanical Gardens.

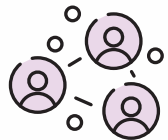
Over 300 varieties bloom throughout the month of June and the festival features garden-inspired works by painters, sculptors and artisans, vendor market, local musicians on the Garden Stage, Children's Garden, local food vendors and educational talks and exhibits.



**Expanded information available  
for Peony Festival sponsorships.**



**Attendees:**  
9,000+



**Digital Impressions:**  
100,000+





# Canada Day

## Celebrate Canada's Birthday

Join us at Lakeview Park in Oshawa for one of the largest birthday celebrations in the eastern GTA. This is a **full day event**, from 2 p.m. to 10 p.m. when we finish the day with a bang with **spectacular fireworks** over Lake Ontario.

Activities have included everything from carnival rides and games, food vendors, sandcastles, a volleyball tournament, zoo animals, steel drums, Super Dogs relays, live local bands playing all day, face painting, family activity stations, a kid's zone and so much more.

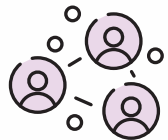
Align your brand with one of **Ontario's Top 100 Festivals**



Expanded information available  
for Canada Day sponsorships.



**Attendees:**  
30,000+



**Digital Impressions:**  
50,000+





# Events in the Park

## Amplify the Sound This Summer!

We're passionate about music, community, and creating unforgettable summer moments. The City of Oshawa is proud to present Events in the Park that brings people together through rhythm, culture, and celebration.

### Why Sponsor:

- ✓ **Support** local artists and live performances
- ✓ **Enhance** community engagement in vibrant outdoor spaces
- ✓ **Align** your brand with creativity, culture, and connection
- ✓ Be part of the soundtrack to **summer memories**



**Attendees:**  
3,500+



**Sponsorships starting at:**  
\$2,000

Let's turn up  
the volume  
on community  
spirit.





# Kars on King

## Get Geared Up to Sponsor

**Celebrating Classic Cars, Community, and Culture**, this event is free to the public, held in Downtown Oshawa, where you can check out hundreds of classic cars from across North America. There's something for everyone from Classic cars, live entertainment and a family zone.

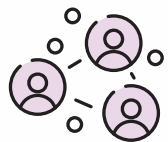
**Kars on King is the perfect opportunity to:**

- ✓ **Celebrate** automotive heritage and local pride
- ✓ **Support** live entertainment and family-friendly fun
- ✓ **Connect** with thousands of residents and visitors
- ✓ Align your brand with one of **Ontario's Top 100 Festivals**

 **Expanded information available for Kars on King sponsorships.**



**Attendees:**  
30,000+



**Digital Impressions:**  
50,000+





# Bright & Merry Market

## Lighting Up the Season – Together!

The City of Oshawa's Bright and Merry Market is a **magical tradition** that brings families, friends, and neighbors together to celebrate the spirit of the season.

### Why Sponsor:

- ✓ Spread holiday **cheer** and community **warmth**
- ✓ **Support** local performers, vendors, and festivities
- ✓ Be part of cherished **holiday memories**



**Attendees:**  
5,000+



**Sponsorships starting at:**  
\$1,500





# Oshawa Celebrates

## Ring in the New Year – Together!

Oshawa Celebrates is a **family fun event** that brings people together from the Oshawa community to **celebrate the new year**.

This event is a great platform for showing support for the local community. Hosted at Delpark Homes Centre, this fun and festive event creates a positive image of your brand throughout the community and features free skating, swimming, crafts, activities, entertainment on the main stage and more!



**Attendees:**  
5,000+



**Sponsorships starting at:**  
\$1,500







# Advertising Opportunities & Naming Rights



# Creative Advertising Packages

High-Impact Out-of-Home Advertising That Connects You with the Community!

Looking to grow your brand while supporting local initiatives?

Our advertising packages offer **powerful, community-centered exposure** through high-impact out-of-home advertising.

The City of Oshawa's recreation facilities are **busy, high traffic community hubs** that see **over 3 million visitors** annually.





# Arena Rinkboard Advertising

Increase your brand presence in the Oshawa community with arena board advertising, where your ad has **permanent presence**.

**Arena advertising is available in the following locations:**

- Delpark Homes Centre
- Donevan Recreation Complex
- Harman Park Arena
- Children's Arena
- Tribute Communities Centre Arena 2



**Individual  
Rinkboard Rate:**  
\$1,250\*

## Rinkboard Packages:

### Delpark Homes Centre Package



\$4,250\* (4 arenas)  
*15% discount*

### 7 Rinkboard Package



\$5,500\*  
*35% approx.*

### 9 Rinkboard Package



\$7,050\*  
*35% approx.*

\*Production costs not included. Production costs cover the cost of printing and installation.





# Facility Advertising Opportunities

Partnering with the City of Oshawa for advertising offers a unique opportunity to **connect with your community in a trusted, high-visibility environment.**

Here's why **wallboard, backlit, ice resurfacers** and **banner advertising** are smart investments:

- ✓ Unmatched **Visibility**
- ✓ Community **Trust**
- ✓ Targeted **Reach**
- ✓ **Cost-Effective & Flexible**
- ✓ Support Local



**Sponsorships starting at:**  
\$1,350



Oshawa Region By-Law 06-2002





# Short-Duration Advertising Options

**Capture attention** in the most unexpected places!  
With **high foot traffic** and **constant visibility**,  
your brand gets noticed every time!

## Digital Advertising (Delpark Homes Centre)

Advertise on a 65" TV with flexibility to change your message

## Waste Receptacles

- Delpark Homes Centre
- Donevan Recreation Complex
- Children's Arena
- Civic Recreation Complex
- Northview Community Complex
- South Oshawa Community Centre



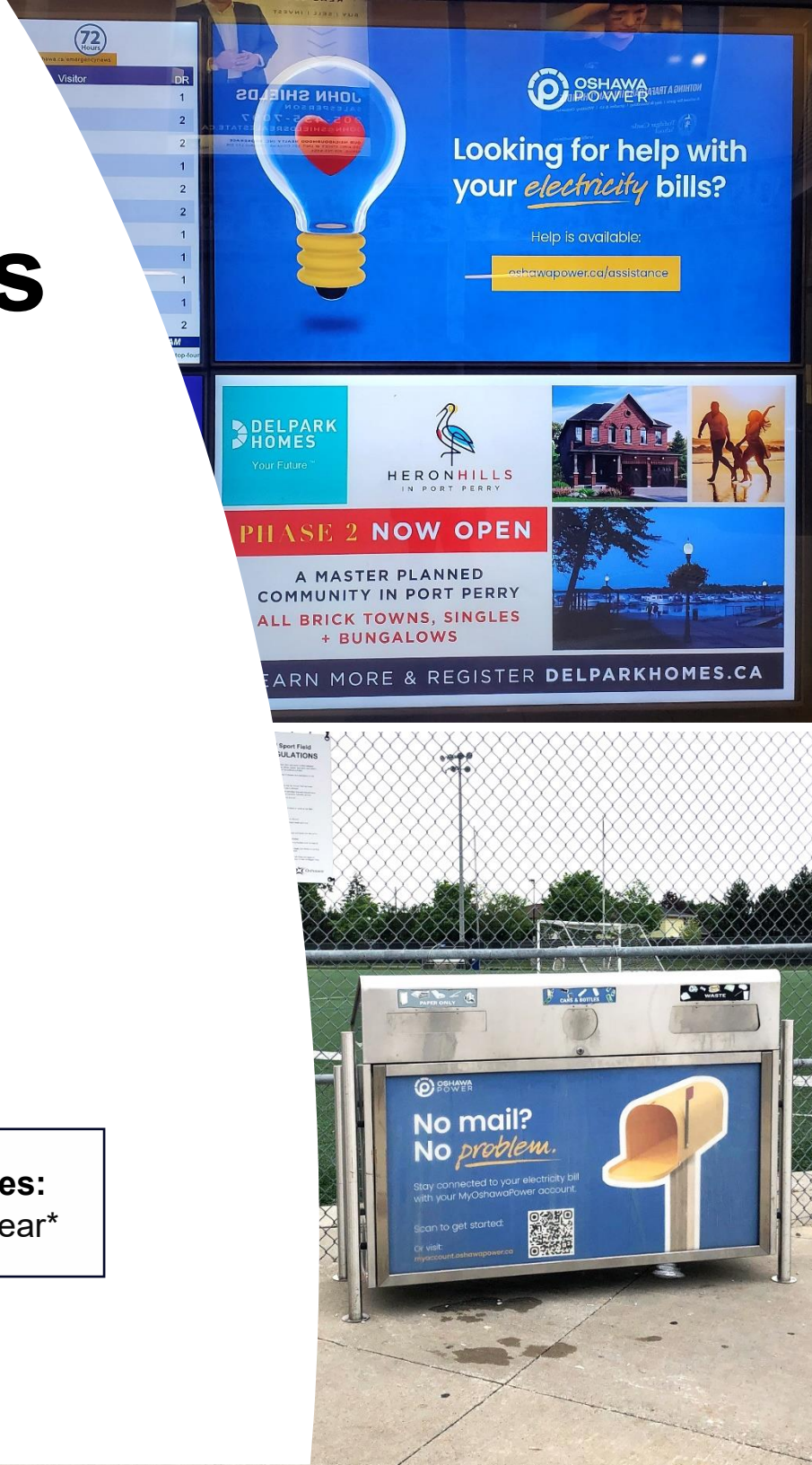
### Digital Rates:

\$300/month | \$3,300/year

### Waste Receptacle Rates:

\$300/month\* | \$3,300/year\*

\*Production costs not included. Production costs cover the cost of printing and installation.





# Sponsored Skates & Swims

Looking for a fun, family-friendly way to connect with your community and promote your brand? Sponsor a public skate or public swim session with the City of Oshawa! Your sponsorship helps keep these beloved recreational events accessible to all, while giving your business valuable exposure to hundreds of local residents.

## Sponsorship Benefits Include:

- ✓ **Recognition** on the City's website and social media platforms
- ✓ **Opportunity to be onsite** and distribute promotional materials at the event

Let's work together to create a **memorable experience** for the community – while showcasing your support for active, healthy living.



**Sponsorships starting at:**  
\$660





# Seat Plate Program

## Leave a Legacy at Delpark Homes Centre!

**Honor a loved one, celebrate a memory, or mark a milestone** with a personalized commemorative seat plate in Arena One at Delpark Homes Centre.

Engrave a custom message on a seat plate that will be proudly displayed for years to come.

### Perfect for:

- ✓ **Honoring** a family member or friend
- ✓ **Celebrating** a graduation, anniversary, or retirement
- ✓ Showing your **support** for the arts/community/sports



**Seat Plate Rate:**  
\$550



# Program Sponsorships

Make a lasting impact in your community while boosting your brand visibility.

Recreation and culture programs present remarkable opportunities to **connect with the community** and **reach your audience**. Program partnerships offer recognition and engagement opportunities to showcase your brand and elevate community support.

## Programs include:

- Playground and preschool programs
- Youth programs
- Recreational hockey league program
- And more!



**Sponsorships starting at:**  
\$3,500





# Naming Rights

## Exclusive Naming Rights Opportunities Now Available!

The City of Oshawa is offering **a unique opportunity for visionary businesses and community leaders** through naming rights sponsorships.

Your name can become synonymous with **civic pride** and **community impact**.





# Why Invest in Naming Rights?

- ✓ **High-Visibility Branding**
- ✓ **Community Recognition:**  
Be seen as a champion of local development and public well-being.
- ✓ **Long-Term Exposure**
- ✓ **Customizable Packages:**  
Tailored to align with your marketing goals and community values.

## Opportunities include:

- Civic Recreation Complex
- Donevan Recreation Complex
- Harman Park Arena
- South Oshawa Community Centre
- Children's Arena
- Rose Valley Community Park
- Rotary Park and Pool
- Future Northwest Community Centre

- i **Expanded information available for naming rights opportunities.**



# Let's Build Your Visibility With Purpose

Thank you for considering these unique opportunities to partner where your message truly stands out.

**The City of Oshawa offers unmatched visibility, community impact, and sustainable branding.**

Whether you're looking to boost local awareness, promote a campaign, or align your brand with your community – we're here to help you make it happen.



**Contact us today!**

**Phone:** 905-436-3311 ext. 2678

**Email:** [sponsorship@oshawa.ca](mailto:sponsorship@oshawa.ca)