



Where business meets community.

RichmondHill.ca/Partnerships • partnerships@richmondhill.ca • 905-747-6567

Richmond Hill is a thriving, captivating award-winning municipality, where the community truly comes together to live, work and play.

Richmond Hill is home to one of Canada's most educated work forces, a flourishing arts and culture scene, beautiful outdoor spaces, modern amenities and award-winning parks.

Located in the centre of the Greater Toronto Area, Richmond Hill has great access to transit systems, including the future Yonge Subway Extension, major highways and international airports.



**WELCOME
TO
RICHMOND HILL**

—
Where business
meets community.



202,022
GROWING POPULATION

126
NUMBER OF SPOKEN LANGUAGES

25,725
TOTAL NUMBER OF HOUSEHOLDS
WITH CHILDREN

All stats are based on StatCan's 2021 Census.

Your success is our success

Partnerships and Advertising programs are purpose-built to help your business grow and thrive through a variety of exciting opportunities that connect your business with the community, year after year.

Customized solutions

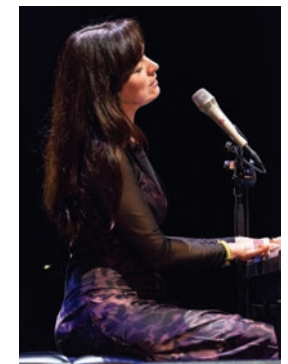
Every business is different and with that in mind, the Partnerships and Advertising team will work collaboratively with you to identify and shape key opportunities within the City that perfectly align with your business goals and objectives. Customized partnerships will ensure your intended outcome is achieved.

Expect results

When you partner with us, you can expect your business to benefit from:

- Professional and strategic advice from Partnerships and Advertising team staff
- Amazing activation and community engagement opportunities
- Customer lead generation to help grow your sales funnel
- Increased brand awareness across the city
- Premium opportunities to show your community support
- Creation of genuine, meaningful connections with the community
- Positive brand alignment with City programs, events, amenities and initiatives

There are a host of exciting opportunities waiting for you. Let us help you meet your goals!





Celebrate and support City events.

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Celebrate and show your support for the community through events, which see over 75,000 attendees each year. Richmond Hill events bring the community together throughout the year and offer many incredible opportunities to showcase your community involvement.

CITY EVENTS:

- Canada Day - July 1
- Concerts in the Park - July and August
- Ribfest - July
- Live in the Plaza - July and August
- Moonlight Movies - August and September
- Merry Marketplace - November and December
- First Night - December 31



EVENT PARTNERSHIPS

—

Celebrate and support City events.



75,000+
TOTAL ANNUAL ATTENDEES

33
EVENT DAYS TO ENGAGE WITH YOUR TARGET AUDIENCE

Canada Day

July 1 • Richmond Green Park

20,000+ attendees

The community comes together to Celebrate Canada's birthday with world class live entertainment and activities for the entire family. The celebration is complete with one of York Regions largest fireworks displays.

Concerts in the Park

Thursday evenings, July and August (eight concert dates) •

Mill Pond Park

1,000+ attendees per concert date

Join our residents as they enjoy incredible performances in our signature Mill Pond Park.

Live in the Plaza

Tuesday and Wednesday evenings, July and August (six concert dates) •

Richmond Hill Centre for the Performing Arts

200 to 300+ attendees per concert date

Various performers fill the Centre's Outdoor Plaza with great music all summer long.

Ribfest

Third weekend of July (three days) • Richmond Green Park

30,000+ attendees

Align your brand with this hugely popular three-day outdoor food festival. Attendees enjoy live music, family entertainment and more throughout the weekend!



Moonlight Movies

August and September (four movie dates) • Various parks

1,000+ attendees per movie date

Watching outdoor movies under the stars is lots of fun for the whole family. You can engage with local families around the city while they enjoy pre-movie fun each night.

Merry Marketplace

November and December (five dates) • Richmond Green Park

12,000+ attendees

Take advantage of activation opportunities available throughout the many evenings of the market, attracting visitors from around the city and beyond!

First Night

December 31 • Richmond Hill Centre for the Performing Arts

2,000+ attendees

Skip the late night events and activate at Richmond Hill's New Year's Eve Party! There will be activities, shows, crafts and more for the whole family.

Event Partnership Levels

		Presenting Partner	Series Partner	Feature Partner	Event Partner
Summer Series	Canada Day	Y	-	Y	Y
	Concerts in the Park	Y	Y	-	Y
	Ribfest	Y	-	Y	Y
	Live in the Plaza	Y	Y	-	-
	Moonlight Movies	Y	Y	-	-
Winter Series	Merry Marketplace	Y	Y	-	Y
	First Night			-	Y



Opportunities worth a standing ovation.

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The Richmond Hill Centre for the Performing Arts (RHCPA) is a state-of-the-art cultural facility located in the heart of the historic downtown. The RHCPA is a 35,000 sq. ft theatre that features a 631 seat main auditorium and offers a full season of professional entertainment, celebrating the many cultures of York Region.

The Richmond Hill Centre for the Performing Arts is also home to Richmond Hill's diverse arts community, creating a major venue in the downtown core to bring Canadian and International performers to the area.

Corporate partnership opportunities are available through the RHCPA Presents Season program and the RHCPA Education Series program.



RHCPA PARTNERSHIPS

Opportunities worth a standing ovation.



14

NUMBER OF ANNUAL RHCPA PRESENTS SEASONS TO-DATE

100,000+

THEATRE PATRON ATTENDANCE IN 2023

631

THEATRE SEATS

RHCPA Presents Season

Each year, the RHCPA presents a season of professional performances to the community featuring live music, comedy, theatre, and family entertainment. Past performers include Boyz II Men, Art Garfunkel, Burton Cummings, Lynda Carter, Howie Mandel, Jerry Stiller, Robert Munsch, Jann Arden, Tom Cochrane and many more.

RHCPA Education Series

The RHCPA Education Series provides opportunities for students of all ages to engage in the performing arts. Educators and students can attend education shows programmed to meet curriculum needs throughout the school year. Pre and post-show workshops are also available. Teaching artists also visit classrooms, camp programs and/or after school activities for fun, intensive workshops.

RHCPA Partnership Levels:

RHCPA Presents Season	RHCPA Education Series
<ul style="list-style-type: none"> • Season Partner • Series Partner • Show Partner 	<ul style="list-style-type: none"> • Season Partner • Series Partner
<p>NEW for 2025: Box Seat Partner (four available)</p>	





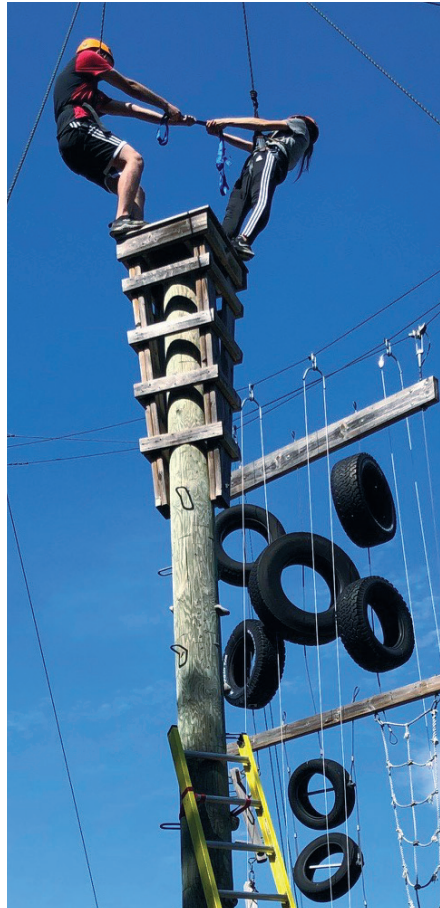
Recreation and culture programs are incredible opportunities to target your direct demographic. Program partnerships offer acknowledgement opportunities that showcase your brand and community support.

POPULAR PROGRAMS:

- Adventure Series
- Heritage Programs
- Art & Entertainment Programs
- STEM Programs
- Teens and Drop-In Programs
- Inclusion Programs
- and more

PROGRAM PARTNERSHIPS

Reach your target audience while they have fun.



68,000+

PROGRAM REGISTRANTS EACH YEAR

6,000+

PROGRAMS OFFERED EACH YEAR

Reach your target audience while they have fun.

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ADVENTURE SERIES

- Welcome to the most exhilarating adventure in Richmond Hill. Our Adventure Series is an exciting program that introduces youngsters to a variety of outdoor skills. Climb to new heights, blaze a trail and more.

HERITAGE PROGRAMS

- The newly renovated Heritage Centre hosts a variety of popular programs and historical exhibits. The afternoon Teas are always well attended and the Heritage exhibits that showcase the history of Richmond Hill are beautifully curated and loved by many.

CHILDREN'S PROGRAMS

- Richmond Hill is a community that supports the importance of essential child development through play, by providing multiple genres of programs to help build their confidence and keep them active. Examples include dance, language and sports.

ADULT PROGRAMS

- The City of Richmond Hill offers a wide variety of adult programs for anyone aged 18 to 99. Adults can get active in the community through sports, fitness, dance, martial arts, languages, the arts and more.

TEEN PROGRAMS AND DROP-INS

- We offer a place for teens to come hang out, socialize and get active with our unique and diverse registered and drop-in programs.

INCLUSION PROGRAM

- Richmond Hill is committed to providing recreational programming for all and offers a variety of programs that have been adapted and developed for children, teens and adults living with a disability.
- A portion of your sponsorship supports increased access to recreational programming and funding operational costs, such as supplies, equipment and lower registration fees.

Promotional Opportunities

- Renaming of a program in ActiveNet – the City's registration system
- Renaming of the program in the City's Seasonal Culture Guide
- Recognition in our Recreation and Culture email newsletter
- Recognition in Community Centres on
 - digital LCD screens
 - bulletin boards
 - and more





Your name here, there and everywhere!

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Interior naming rights provides your business with premium local and regional exposure. Richmond Hill is home to several sport clubs and organizations. The City is also host to numerous regional tournaments. Have your business acknowledged on facility wayfinding signage, in viewing areas, on custom-sized, large-format advertising and more.

SPACES SUCH AS:

- Ice Rinks
- Pools
- Gymnasiums
- Dressing Rooms
- Program Rooms
- Indoor Track
- RHCPA Main Stage
- RHCPA Plaza Suite
- RHCPA Box Seats
- RHCPA Outdoor Plaza



INTERIOR NAMING RIGHTS

—

Your name here, there and everywhere!

1.7M+
VISITORS EACH YEAR

8 ICE RINKS **5** POOLS **7** GYMNASIUMS



Interior Naming Rights

Naming a space within one of Richmond Hill's world class facilities provides the ultimate brand exposure for years to come. It also highlights your strong commitment to the community.

Opportunities

Richmond Hill offers interior naming rights opportunities in our high-traffic facilities that see over 1.7M visitors each year. With eight ice rinks, five pools and over 350 internal rooms, there are spaces suitable for partners wishing to stand out and be recognized.

Align your business and brand spaces at any of our popular facilities:

- Bayview Hill Community Centre and Pool
- Bond Lake Arena
- Ed Sackfield Arena and Fitness Centre
- Elgin Barrow Arena
- Elgin West Community Centre and Pool
- Langstaff Community Centre
- Oak Ridges Community Centre and Pool
- McConaghy Centre
- Richmond Hill Centre for the Performing Arts
- Richvale Community Centre and Pool
- Rouge Woods Community Centre
- Tom Graham Arena Complex





Where the community comes to play.

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Advertising inside Richmond Hill facilities allows your brand to reach a local, engaged targeted market. There are opportunities to promote your services and create brand awareness in ten high-traffic, well-attended facilities and dozens of sports venues throughout the City.

PRIME LOCATIONS INCLUDE:

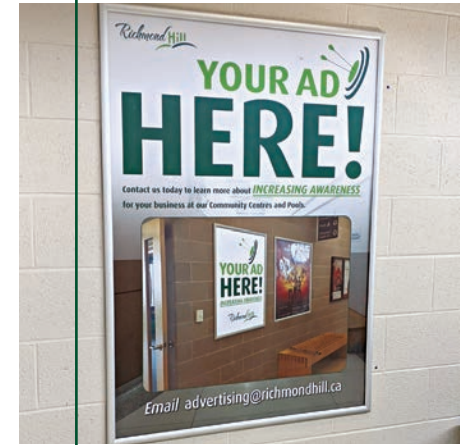
- Bayview Hill Community Centre and Pool
- Centennial Community Centre and Pool
- Elgin West Community Centre and Pool
- Oak Ridges Community Centre and Pool
- Langstaff Community Centre
- Richmond Green Sports Complex
- Richvale Community Centre and Pool
- Rouge Woods Community Centre
- Ed Sackfield Arena and Fitness Centre

There are also advertising opportunities in several high-impact print and digital City programming materials distributed to the community.



CITY ADVERTISING

Where the community comes to play.



1.7M+

ANNUAL VISITORS TO COMMUNITY CENTRES AND POOLS

6,000+

COPIES OF THE 55+ SEASONAL PROGRAM GUIDE DISTRIBUTED EACH YEAR



Lobby Posters

Large eye-catching posters offer premium placement opportunities to give your brand heightened visibility in high-traffic zones!

DIMENSION	PRINT/INSTALL	COST per MTH	MIN # MTHS
3' x 4'	Included	\$154.50*	6

*Per location

Banner Stands

Banner stands provide significant presence in high traffic reception and entrance/exits.

DIMENSION	PRINT/INSTALL	COST per MTH	MIN # MTHS
3' x 6'	Not Included	\$310	3

Sports Banners

These custom, large-scale banners are an excellent way to get in front of sports fans at many of our high-traffic sports fields. Your ad will be in-market from May to October, which is our prime busy season.

DIMENSION	SIGN TYPE	COST + HST	MIN # MTHS
5' x 9'	Single-sided	\$2,170	6
5' x 9'	Double-sided	\$2,575	6
5' x 18'	Single-sided	\$3,270	6
5' x 18'	Double-sided	\$3,682	6

Wall Signs

Prominently display your logo, tagline and website in select five active skating and hockey arenas as well as Richmond Green Sports Centre.

DIMENSION	PRINT/INSTALL	COST per MTH	MIN # MTHS
4' x 8'	Included	\$258	12

LCD Digital Screens

Our LCD digital screens provide you with a high-impact, modern vehicle to promote your business. Your ad will appear in rotation alongside Richmond Hill content and live TV!

DIMENSION	PRINT/INSTALL	COST per MTH	MIN # MTHS
6" x 10.8"	N/A	\$288*	6

*Min. 12 screens

Adult 55+ Monthly Newsletter

This monthly Newsletter offers a prime marketplace to promote your products and services to an actively engaged community of members, aged 55+.

	DIMENSIONS	PER 6 MTHs	PER 12 MTHs
Newsletter Cover	8.125" x 9.5"	\$1,335	\$2,080
Newsletter Half Pg	7" x 4.375"	\$896	\$1,445

Adult 55+ Seasonal Program Guide

The highly anticipated quarterly 55+ Program Guide showcases registered programs being offered each season. Both are distributed throughout several Community Centres, as well as in Arenas and Libraries with a circulation of 4,000 copies.

	DIMENSIONS	PER 2 SEASONS	PER 4 SEASONS
Guide Back Cover	7" x 9.5"	\$1,030	\$1,854
Guide Half Pg	7" x 4.75"	\$773	\$1,391

Children's Colouring Book

The Recreation and Culture Colouring book is a great way to share your products/services with Richmond Hill children and families. The book is handed out at community events around the city, including Canada Day, Ribfest, Moonlight Movies and Merry Marketplace.

	DIMENSIONS	COST
Full Page	8.5" x 11"	\$515

All advertising costs are before HST.



Cooler partnerships around!

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Richmond Hill offers families a variety of indoor skates at various arenas throughout the year. In addition, for those who want to skate outdoors, the Richmond Green Skate Trail offers 250 metres of lights, music and fun, all winter long.

SKATE PARTNERSHIPS:

- Richmond Green Skate Trail Season
- Indoor Family Skates
- Indoor Holiday Family Skates



SKATING PARTNERSHIPS

—

Cooler partnerships around!

18,000+

ATTENDEES AT INDOOR SKATES EACH YEAR

1,000+

HOURS OF SKATING AT THE SKATE TRAIL EACH SEASON

4,000+

REGISTRANTS FOR OUR LEARN-TO-SKATE LESSONS EACH YEAR





Skate Trail Season Partner

The Richmond Green Skate Trail is an incredible asset that is operational from December to March, 10 a.m. to 10 p.m., seven days a week. This refrigerated skating loop is beautifully maintained and extremely well attended, all season long. Partners will benefit from incredible activation and branding opportunities throughout the season.

Promotional Opportunities

- Potential for inclusion in Media Release promoting your partnership
- Acknowledgement throughout the Skate Trail area
- On-site activation opportunities
- Acknowledgement in all promotion of the Skate Trail season
- Acknowledgement on RichmondHill.ca Skate Trail page
- Acknowledgment in promotional posters on Community Centre bulletin boards
- Acknowledgment on LCD screens throughout Richmond Hill Community Centres
- Acknowledgment in the Recreation and Culture e-blasts throughout the season

Holiday Season Skates

Family skates at various arenas throughout the year are a family favourite. Partner with the City to offer these skates FREE to the public, while engaging with families across the City.

Family Indoor Skates

Richmond Hill offers many [indoor skates](#) throughout the year at various arenas throughout the City. Your partnership of a skate will make this activity FREE for the public and offer you an incredible opportunity to engage at the Community Centre.



Promotional Opportunities

- On-site activation opportunity at your skate(s)
- Acknowledgement on RichmondHill.ca skating page
- Acknowledgment in promotional posters on Community Centre bulletin boards
- Acknowledgment on LCD screens throughout Richmond Hill Community Centres
- Acknowledgment in the Recreation and Culture e-blasts throughout the season