



TOWN OF AURORA
**MARKETING
PROGRAMS**



aurora.ca/advertise
365-500-3175 | ldyer@aurora.ca





The Town of Aurora offers several affordable marketing programs to help the business community promote their products and services and gain valuable exposure from thousands of visitors every year.

Choose to advertise in any or all our very busy facilities or within our multiple program guides to achieve your advertising and marketing objectives. We can work with any budget, provide bundle discounts and offer your business a fantastic opportunity to have prime representation in our community.



1.3 MILLION
est. annual visitors



63,981*
residents



\$147,604*
avg. household income

*Visit businessaurora.ca/demographicsc55.php for more information.

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■ SPONSORSHIP PROGRAM

Aurora is a strong supporter of culture, arts, youth and healthy and active lifestyles for residents of all ages. We have up-to-date, multi-use indoor and outdoor recreational facilities and a variety of programs, playing fields, parks and trails.

Our facilities feature a variety of amenities including a fitness area with an indoor walking track, program rooms, a rock climbing wall, a gymnasium and so much more. Revenue received from our sponsors directly supports our programs, ensuring we can offer our growing community affordable and fun programs in a safe environment. It's a win-win for everyone!

Primary Facility Assets

5 year minimum

- Arena
- Pool
- Sports Dome
- Skate Park
- Gymnasium
- Artificial Turf Fields
- Walking Trails
- Dog Park

Secondary Facility Assets

3 to 5 year minimum

- Walking Track
- Climbing Wall
- Teaching Kitchen
- Meeting Rooms
- Dressing Rooms
- Program Rooms
- Grass Fields
- Tennis Courts
- Baseball Diamonds
- Basketball Courts and more!

+ Additional Benefits * Where applicable

- Interior signage
- Wayfinding signage
- Name change on permits, scheduling monitors and publications
- Custom activations
- Free use of named space
- Asset exclusivity and more!

■ FACILITY ADVERTISING

Located throughout our facilities, this platform offers large and bold advertising opportunities! Signage offers fantastic value and will catch the attention of the thousands of visitors from across Aurora and York Region who visit the facilities for programs, games, competitions, and tournaments. Cost starts at \$50/per ad/month and we offer bundle discounts and will customize a package specifically for your marketing and budgetary needs.

Specifications

Ads must be received as a high-resolution file. This includes .EPS, .PDF, .PNG or .JPEG at 300 dpi.

Ads **MUST** be submitted in exact dimensions and in an acceptable format or a surcharge may be applied for modifications. Minor modifications are possible.



■ PROGRAM GUIDE ADVERTISING

The Town of Aurora's Program Guide presents an opportunity for local businesses to advertise within York Region.

The guide is published three times a year (Winter, Spring/Summer, Fall) and contains information about recreational programs for all age groups. Ads will be placed in the interior of the guide as close to their preferred location as possible and have a hyperlink to their website.

Program Guide Advertisement Request Form



Organization: _____

Contact Name: _____

Billing Address: _____

City: _____ Postal Code: _____

Phone: _____ Alt. Phone: _____

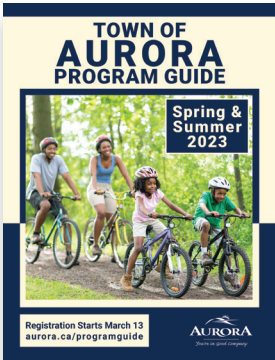
Email: _____

Fax: _____

What product or program will you be promoting: _____

Please check the appropriate box(es) below.

NOTE: Each selection incurs its own advertising fees. Previous clients have first right of renewal and we will do our best to accommodate all requests. All prices below include HST.

	Advertising Space	Dimensions W x H	Spring/Summer 2023 Guide	Fall 2023 Guide	Winter 2024 Guide
	1/2 page	7 1/4 x 4 1/2	\$660	\$600	\$600
	1/2 page (Non-Profit)	7 1/4 x 4 1/2	\$462	\$420	\$420
	Inside Full Page	8 1/8 x 10 1/4	\$1,244	\$1,138	\$1,138
	Inside Front Cover	8 1/4 x 10 3/4	\$1,452	\$1,318	\$1,318
	Inside Back Cover	8 1/4 x 10 3/4	\$1,452	\$1,318	\$1,318
	Back Cover	8 1/4 x 10 3/4	\$1,470	\$1,413	\$1,413

- Secure all three (3) guides for a discount
- Bundle discount applicable when other types of ads are purchased
- Every effort will be made to place ad in your preferred location but cannot be guaranteed

Advertising Agreement:

By signing this agreement, I confirm that I have read and understood this Advertising Package and I wish to place an advertisement with the Town of Aurora. I agree to submit electronic or camera ready artwork, as per the deadlines provided. Should I wish to cancel this agreement once signed, I understand that I am obligated to pay for 30% cost of the ad(s) that I originally reserved. I further agree to pay in full all changes within 30 days of the receipt of invoice and that any unpaid charges bear interest at 2% per month. I also warrant and represent that the Town of Aurora owns the intellectual property rights, including copyright, in the material, including artwork, once submitted.

Buyers Signature: _____ Date: _____

Payment: (Payment MUST accompany this contract. Please make cheques payable to: Town of Aurora)	<input type="checkbox"/> VISA <input type="checkbox"/> M/C Card #: _____ Exp: _____
	Name on Card: _____
	<input type="checkbox"/> Cheque (attached)



■ FACILITY LOCATIONS

Aurora Family Leisure Complex

135 Industrial Pkwy North
Aurora, ON L4G 4C4
905-841-7529

Sheppard's Bush Conservation Area

(Sports Complex)

Mary Street & Industrial Parkway
Aurora, ON L4G 7B3

Aurora Community Centre

1 Community Centre Lane
Aurora, ON L4G 7B1
905-841-2371

Stewart Burnett Park

1400 Wellington Street East
Aurora, ON L4G 7B6

Stronach Aurora Recreation Complex

1400 Wellington St East
Aurora, ON L4G 7B6
905-726-4770

Aurora Sports Dome

1400 Wellington Street East
Aurora, ON L4G 7B6
905-727-2552

■ For more information:

Louise Dyer

Facility Advertising and Sponsorship Coordinator

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