



Media Release

THE CORPORATION OF THE CITY OF VERNON
3400 – 30 Street
Vernon, BC
V1T 5E6

FOR IMMEDIATE RELEASE

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MEDIA CONTACT: Josh Winquist, Communications Officer

TELEPHONE: 250-550-3273

Active Living Centre Invites Sponsorship and Naming Rights Opportunities

The City of Vernon Recreation Services is offering businesses, organizations, and individuals a chance to support the Active Living Centre through sponsorship opportunities. Options include donations, gifts of amenities, and naming rights for specific facility spaces.

Doug Ross, Manager, Project Program said, “These contributions will help enhance the centre’s features, expand its amenities, and can help reduce the overall project costs. For sponsors it’s an opportunity to support active living and healthy lifestyles and to give back to the community”.

The Funtastic Sports Society became the first organization to step up and support the project through sponsorship. “The Funtastic Sports Society is honoured to partner with the City of Vernon by donating new score clocks to the Active Living Centre gymnasiums,” said Jamie Austin, President of the Funtastic Sports Society. “It is our mission to give back to our community through sport. With the Active Living Centre being a facility for all sports, we are thrilled to be involved.”

“We’re excited to have the Funtastic Sports Society take the ‘leadoff spot’ with our sponsorship campaign and hope that other community minded businesses and organizations will come forward and be added to our ‘sponsorship lineup’”, said Ross.

How Sponsorships Make a Difference

Sponsorship opportunities allow supporters to fund key aspects of the project, including the purchase and installation of facility amenities. Contributions can help improve the quality of existing features, can add new items from the project’s wish list and can help offset the overall project costs.

Options for Sponsorship

Donations and Gifts

- Donations: Donors receive recognition for the lifespan and/or a set timeframe for the sponsored amenity. This can include signage, logo placement, and mentions on the Vernon Recreation website, and in the Active Living Guide. As recognition is provided, donations are not eligible for tax receipts.

- Gifts: Gift contributors are acknowledged on a group contributors' plaque and may be eligible for tax receipts, as they don't receive the same level of recognition as donors.

Naming Rights Sponsorships

Naming rights are available for specific facility spaces, offering flexible options for contributors at various financial levels. Proceeds help fund year-round programs and services. Sponsors will be recognized through signage, logo placement, and mentions on the Vernon Recreation website, and in the Active Living Guide. Terms for naming rights sponsorships will be negotiated, and are not eligible for charitable tax receipts.

Sponsorship Opportunities

Some of the amenities and spaces available for sponsorship include:

Available Sponsorships

- Ninja Cross Course
- WhiteWater Waterslide
- WOW Waveball™
- viviLED Video Scoreboard
- Aqua-Climb Climbing Wall
- Wibit Inflatables

Available Naming Rights

- Aquatic Centre
- Double Gymnasium
- Public Street Lobby & Community Living Room
- Fitness Centre & Walking/Running Track
- Multipurpose Rooms

Interested businesses, organizations and individuals can find more information on the project website vernonalc.ca or can contact Doug Ross, Manager, Project Program at doug@vernonalc.ca.