

Sponsor & Partnership Opportunities

Lakefront
Skate & Market



Winter 2025 - Spring 2026



About:



Location:

Between Palmer Park and
Joe Fowler Ball Diamond

Expected Season:

December 2025

to February 2026*

*(Weather Permitting)

The Scugog Lakefront Skate & Market, established in 2023, celebrates outdoor recreation in our community during the winter months.

For the past two years, it has served as a free space for friends and families to share a skate and explore a variety of vendors along the way.

Inspired by classic European open-air markets with a distinct Canadian twist, this space delivers a unique and unforgettable experience.

This season, we will once again bring the community together, transforming our downtown lakefront into a winter wonderland filled with fun for all ages!

Consider joining us in making a real impact in our community!

About Scugog, Ontario:

Our Township is situated surrounding beautiful Lake Scugog in the North Durham Region and boasts a population of approximately 22,000.

The name Scugog is derived from the Mississauga word “Sigaog” meaning “waves leap over a canoe”.

The lakefront area is a hot spot for residents and visitors alike who come to enjoy recreational activities all year long!

For more information, please visit: scugogtourism.ca



Lakefront Area Tourism Statistics



DEMOGRAPHIC SNAPSHOT



48 Years

Median age of Households maintainer (90)



36.0%

Couples Without Children at Home (103)



60.9%

Visitors were Locals who travelled within 40 Km.



\$126,744

Household Income (94)



58.0%

Belong to a Visible Minority group (**128**)



2 People or less

60.8% of Households have a single or 2 people (108)



48.6%

Born outside of Canada (**118**)



13.3%

Work in Business/ Finance (**110**) & 12.9% in Sales/Service (99)

*Data Courtesy of Central Counties Tourism - Tourism Regional Economic Impact Model (TREIM)



2025 HIGHLIGHTS

The free ice-skating rink offered a safe, fun space for everyone—families with children learning to skate, teens seeking a social spot, and seniors staying active during the winter.



It also became a hub for community collaboration, allowing local businesses, artisans, and food vendors to showcase their offerings, supporting small businesses and enriching Scugog's vibrant culture.



Past Events:

- **Holiday Vendor Market**
- **Mayor's New Year Levee**
- **Family Day Weekend**
- **Partnerships with local businesses (Louies Café and Archaic Records)**

Thanks again to our 2024 Sponsors!

AllTrade Equipment Corp.



Brass Inc.



BRASS INC.
EXPERIENCE THE BRASS STANDARD

Rick Larocque Electric



905-985-3261

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

And past sponsors!

Ashlea Jones Athletes in Training



Green Tractors



All-Risks Insurance



B.M. WELDING INC.

B.M. Welding

Beavertails



Corey Hulowski Real Estate

Courtney Holmes, Desjardins Insurance





2025-2026 SPONSOR PACKAGES

Are you ready to join the many sponsors and partners who have participated in growing the *Scugog Lakefront Skate & Market*?

Here is your chance!



Available for your consideration are **limited** sponsorships at the following levels:



**(1x) PLATINUM
PRESENTING
\$3,500**



**(3x) GOLD
PARTNER
\$2,000**



**(5x) SILVER
SUPPORTER
\$1,000**

Available for your consideration are **unlimited** sponsorships at the following level:



MARKET PARTNER \$750



BRONZE BOOSTERS \$500

*Please note all sponsorships are subject to change at the discretion of the Township of Scugog.



PLATINUM PRESENTING

1 Available at \$3,500



Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising
- Radio Advertising Mention

Activation

- 1x Dedicated weekend usage of venue for approved activation.
- 1x Customized prize draw (donation of prize optional)

Recognition

- Verbal recognition from the Mayor during grand opening event
- Special Photo Opportunity with Township Staff

Rights

- Rink Naming contract for 2024-2025
- First Right of Refusal for 2025 -2026 Season

Social Media

- Mention in *Lakefront Skate & Market* posts from the Township's social media channels
- Sharing of approved content from sponsor's pages

Thank You

- Special inclusion in all post-event communications





GOLD PARTNER

3 Available at \$2,500



Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising
- Radio Advertising Mention

Social Media

- Mention in *Lakefront Skate & Market* posts from the Township's social media channels
- Sharing of approved content from sponsor's pages

Activation

- 1x Activation space during a market weekend.

Thank You

- Inclusion in all post-event communications

Recognition

- Verbal recognition from the Mayor during grand opening event
- Special Photo Opportunity with Township Staff

Rights

- First Right of Refusal for 2025 -2026 Season





SILVER SUPPORTER

5 Available at \$1,000



Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising

Activation

- 1x Activation space during a market weekend of your choice

Recognition

- Verbal recognition from the Mayor during grand opening event

Social Media

- Mention in *Lakefront Skate & Market* posts from the Township's social media channels

Thank You

- Inclusion in all post-event communications





MARKET PARTNER

1 Available at \$750

SOLD OUT



Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising

Social Media

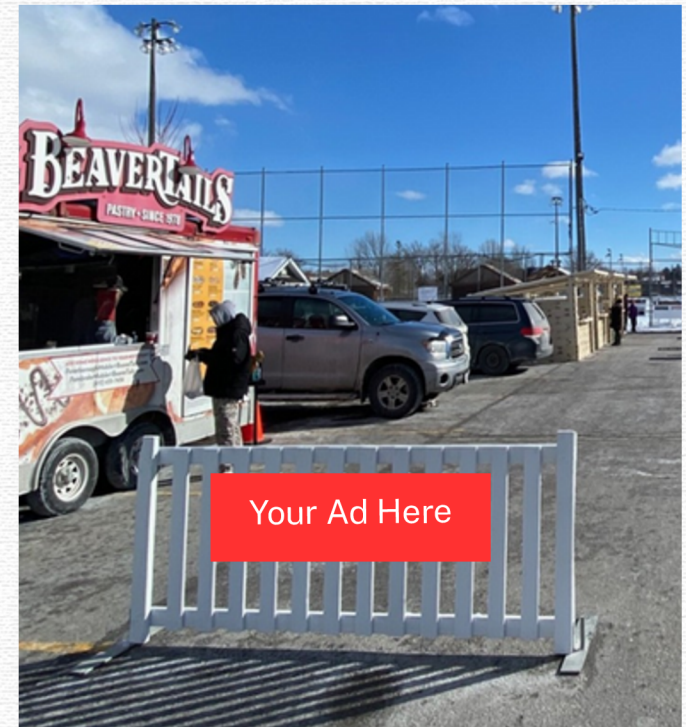
- Mention in *Lakefront Skate & Market* posts from the Township's social media channels

Recognition

- Verbal recognition from the Mayor during grand opening event

Thank You

- Inclusion in all post-event communications





BRONZE BOOSTER

Unlimited at \$500



Visibility

- Named in All Press Releases
- Logo/Links on Website
- Logo on Venue Signage
- Logo on Print Advertising
- Logo on Digital Advertising

Social Media

- Mention in *Lakefront Skate & Market* posts from the Township's social media channels

Thank You

- Inclusion in all post-event communications



*Bronze sponsors' logos will be added to one board. Location of the board depends on number of sponsors

Additional Opportunities

Looking to get more involved? We are able to curate unique packages to suit your needs!

You may consider a sponsorship in-kind, partnership activations, and pop-ups! Are you a local business? Options are available to set up an exclusive deal for Lakefront Skate and Market goes with a product or service of your choosing!

If you have a sponsor/partner idea, we invite you to share with our team! We would love to work with you to customize a package and help create positive experiences for our community and visitors!

Looking forward to hearing from you and making this year at the *Scugog Lakefront Skate & Market* unforgettable!



Lakefront Skate and Market

This Project is
Funded by:

Federal Economic Development
Agency for Southern Ontario

Financé par :

Agence fédérale de développement
économique pour le Sud de l'Ontario

Canada

To secure a sponsorship, partnership, or request more details, please contact:



905-985-7346

tourism@scugog.ca

 **@TownshipofScugog**  **@TwpofScugog**

*Thank
you!*

 Tourism
Scugog

Lakefront
Skate & Market

