



Coquitlam Sports Hall of Fame Corporate Partnership Program

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About CSHOF

In 2007, Les Wingrove, a member of the Sport and Recreation Advisory Committee for the City of Coquitlam, brought forward the concept of developing a Sports Hall of Fame for the City. A working group, made up of six interested volunteers and members of the Recreation, Sport & Culture committee was formed. This group spent over a year developing criteria, working on the concepts and presented the initial ideas to City Council. With Council's approval in 2008, the Coquitlam Sports Hall of Fame (CSHOF) Society was formed and a Board of Directors elected. The staff at Coquitlam Leisure and Park Services was tasked with finding a location that would house the CSHOF. The location recommended by Coquitlam staff was the entrance to the new Poirier Sport Centre in central Coquitlam. Opened in 2010, this 1000 square foot facility currently houses both the Hall of Fame inductees and the annual "Wall of Fame" award winners. The mission of the CSHOF is to honour the athletes, coaches, builders and teams from the City of Coquitlam for their outstanding contribution or achievement in sport.

Why A Corporate Partnership with CSHOF?

The CSHOF has achieved considerable success and recognition in the few short years of its existence. As the CSHOF maintains its momentum moving forward, it continues to explore the potential for deeper partnerships within the corporate community. The CSHOF Board of Directors has worked diligently to ensure that its business-oriented structure delivers the resources and support to develop productive partnerships. A corporate partnership with CSHOF really IS a partnership, with dedicated resources and reach opportunities that ensure that any and all investments deliver ongoing value and exposure for your organization, its staff and its brand. Put simply, the CSHOF delivers results. We invite you to participate in our continued success.

CSHOF Value Proposition

CSHOF offers its corporate partners the opportunity to leverage and activate against its:

- Broad exposure and reach into the BC Lower Mainland and beyond through on-site, in-event, web and print marketing and communications vehicles
- Direct access to end consumers and the local business community – the Coquitlam Sports Hall of Fame attracts upwards of 1.5 million visitors per year through its location at the Poirier Sport Centre
- Affiliation with Olympic, professional and amateur athletes and teams
- Association with a world class sports facility and Hall of Fame display
- Organized, formal Board structure & business approach

For More Information

Corporate partnership opportunities are as detailed on the following page. For more information on CSHOF, we encourage you to check out our website at www.coquitlamshof.com. Note that the partnership opportunities as detailed are only a starting point and as such, the CSHOF Board would welcome the opportunity to discuss potential opportunities with you at your convenience. To contact us directly, please email us at info@coquitlamshof.com. Thank you.

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Partnership Opportunity & Description

In order to deliver the highest level of partnership value and operational efficiency, CSHOF has developed a very limited inventory of partnership options that strive to ensure category exclusivity. Hall of Fame partners are limited in number, equal in weighting and profiled where/when possible in all CSHOF marketing communications vehicles.

Quantity of Partnerships Available

- Eight (8)

Primary Benefits

Online

- Logo + name + descriptor on CSHOF website
- Corporate website link from CSHOF website to sponsor website
- Logo placement and recognition on CSHOF Facebook page

On-site + Event

- Logo recognition in CSHOF Event program
- Verbal recognition during CSHOF Event
- Prominent recognition on two (2) dedicated sponsor boards located within Poirier Recreation Centre
- Opportunity to present Hall of Fame Awards
- Logo placement on event signage
- Logo recognition at additional CSHOF events
- Opportunity to host select functions with Awards Event (i.e. private reception)
- Access to reserved seating at Awards Event

Print

- Recognition and logo placement in sponsor thank you advertisement in local newspapers post-event

Pricing

- Annual corporate partnerships with CSHOF are priced at \$1000.00 with terms running January – December and June - May.

For More Information

The partnership opportunities as detailed above are only a starting point and as such, the CSHOF Board of Directors would welcome the opportunity to discuss your business objectives and how a partnership with the CSHOF may be able to support those objectives. For more information on CSHOF, check out our website at www.coquitlamshof.com To contact us directly, please email us at info@coquitlamshof.com Thank you in advance for your consideration.