



Sponsorship Package

Empowering Champions, Building Community

About Kitchener Waterloo Skating Club:

The Kitchener Waterloo Skating Club (KWSC) is a thriving community of ice skaters, coaches, and families dedicated to the sport of figure skating. KWSC has been fostering a passion for skating and promoting excellence both on and off the ice for 85 years. Our club provides comprehensive training, professional coaching, and a supportive environment for skaters of all ages, abilities, and skill levels.

Why Sponsor KWSC?

Sponsoring KWSC offers a unique opportunity to connect your brand with a community-focused, dynamic sports organization. By partnering with us, you're not just supporting a club; you're investing in the development of young athletes and contributing to the overall wellness of our community. Here's why you should consider sponsoring KWSC:

- **Visibility:** Gain exposure to a diverse and engaged audience within Kitchener Waterloo and beyond.
- **Community Engagement:** Demonstrate your company's commitment to community development and youth empowerment.
- **Brand Recognition:** Increase brand visibility and awareness among our members, their families, and our extended network.
- **Positive Image:** Associate your brand with a reputable and respected organization, showcasing your commitment to community.



How to Get Involved:

Becoming a KWSC sponsor is simple! There are several ways to get involved:

1. **Financial Sponsorship:** Contribute financially to support our programs, competitions, and skater development initiatives.
2. **In-Kind Sponsorship:** Provide goods or services that benefit our skaters, coaches, and events.
3. **Event Sponsorship:** Sponsor specific KWSC events, gaining targeted visibility among attendees.
4. **Custom Packages:** Work with us to create a customized sponsorship package tailored to your business goals.



Sponsorship Options Tailored to YOU:

CanSkate@School

The CanSkate@School program offers Grade One students four weekly 50-minute skating lessons at RIM Park during school hours. This structured and inclusive program benefits children who might not otherwise have the chance to learn to skate. Led by professional coaches, the program is offered during the fall, winter, and spring seasons, addressing barriers like limited access to skating and equipment. Partnering with schools and supported by sponsors, the program promotes confidence and physical literacy among diverse backgrounds. Positive feedback from families emphasizes effective instruction and bonding experiences for students.

For more information, visit: www.kwsc.org/programs/canskateschool

\$750/annually

Advertising Includes:

- Mentions sponsors on relevant KWSC social media posts and television facing RIM Park Food Court (reach of 22,000)
- Featuring sponsor logos on KWSC's official websites and program page (reach of 5000+/month)
- Opportunity to distribute a branded item to all attendees at events

"Effective instruction, fun activities that promoted movement and confidence on ice."

"The opportunity to skate with classmates. A real bonding experience."

"Teachers are patient, understanding, and able to adapt to all levels all while teaching the kids. I can't say enough good things about the program."

Jane Doe

"They all had an amazing experience it was good to see kids trying and not giving up."

Together, We Skate Towards Success!

Contact Us:

For you are interesting in joining our sponsorship team, please contact:

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