



Charleswood Active Living Centre ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Promoting your business or organization through the Charleswood Active Living Centre (CALC) is a great way to support the Centre and a cost-effective way to reach seniors residing in Charleswood, Headingley, Tuxedo, Lindenwoods, and River Heights.

ADVERTISING OPTIONS

Options include newsletter, eblast, or digital sign ads and are a great way to promote your products and/or services. Ads may include price information or inducements to buy. Ads can be colour or black and white but must be in high-resolution jpg or png format.

Newsletter or Eblast Ad	Business card 3.5" x 2"	¼ Page 8" x 2.5"	½ Page 8" x 5"	Potential Reach
1 issue	\$85	\$135	\$270	Per issue: distributed to 1,200 members, then posted to website for up to 1,700 hits per month. Eblast is distributed weekly. Newsletter is distributed quarterly.
4 issues	\$300	\$500	\$1000	
Digital Sign Ad		Potential Reach		
6 months	\$600	Electronic ad rotating on 74" TV in Centre. 8,000+ (6 month) and 16,000+ (12 month) fitness class and event participants plus visitors		
12 months	\$1,000			

SPONSORSHIP OPPORTUNITIES

Make a donation and become a CALC sponsor at the Bronze, Silver, Gold, or Platinum level. The benefits of each level are outlined below. Our acknowledgment of your support is neutral and may include logos, slogans, and locations.

Sponsorship Benefits	Bronze	Silver	Gold	Platinum	Potential Reach
	\$1,000/year	\$1,500/year	\$2,000/year	\$3,000/year	
Newsletter Ad (quarterly)	¼ Page	¼ Page	Upgraded to ½ Page	Upgraded to ½ Page	Distributed to 1,200 members, then posted to website for up to 1,700 hits per month.
Link from our website to yours	✓	✓	✓	✓	1 year. Up to 20,400 website hits.
Display your brochure	✓	✓	✓	✓	1 year. 16,000+ fitness class and event participants plus visitors.
Digital Sign Ad		✓	✓	✓	1 year. 16,000+ fitness class and event participants plus visitors.
Verbal Recognition at 2 Events		✓	✓	✓	500+ members and guests at annual fundraiser and holiday lunch.
Table at 1 Event			✓	✓	Reach varies based on event chosen.
Weekly Eblasts			✓	✓	Distributed to 1,200 members, then posted to website for up to 1,700 hits per month.
Social media promotion				✓	Facebook



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ORDER FORM

Thank you for your support!

We would be happy to answer any questions you may have. Please reach out to Val McGuire, President, at 204-897-5263 or president@charleswoodseniorcentre.org

Please submit this form along with your ad information to programs@charleswoodseniorcentre.org

Upon receipt of this form, we will send you an invoice via email.

INDICATE YOUR CHOICE(S)

Newsletter Ad	Business Card Size:	<input type="checkbox"/> 1 issue	<input type="checkbox"/> 4 issues
Newsletter Ad	¼ Page Size:	<input type="checkbox"/> 1 issue	<input type="checkbox"/> 4 issues
Newsletter Ad	½ Page Size:	<input type="checkbox"/> 1 issue	<input type="checkbox"/> 4 issues
Digital Sign Ad:	<input type="checkbox"/> 6 months	<input type="checkbox"/> 12 months	
Sponsorship:	<input type="checkbox"/> Bronze	<input type="checkbox"/> Silver	<input type="checkbox"/> Gold <input type="checkbox"/> Platinum

DISCLAIMER AND AGREEMENT

I have read, understood, and agree to the following:

- Charleswood Active Living Centre reserves the right to reject any promotional proposal and to select advertisers based on criteria established by the Centre. This may include, but is not limited to, location of organization, content of advertisement, and compatibility of products and services advertised with the Centre.
- Advertising requests are accepted on a first come, first serve basis. Advertising space is limited and we cannot guarantee acceptance of an ad or its location.
- Ad placement is at the discretion of the Centre.
- Display of promotional materials or ads is not an endorsement by the Centre.
- I agree to all the requirements and restrictions regarding content, artwork, and wording.
- Payment is required within 30 days and must be received before advertising or sponsorship will begin.
- I am responsible for full payment of the advertising and/or sponsorship choice indicated above.

Business/Organization Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ Province: _____

Postal Code: _____ Phone: _____

Email: _____

Signature: _____ Date: _____