



DENIS ST-PIERRE PARK

2023-2024
Partnership Plan



WELCOME TO THE TOWNSHIP OF ALFRED & PLANTAGENET!

The Township of Alfred and Plantagenet is located within the United Counties of Prescott and Russell, in Eastern Ontario. It is made up of seven bilingual villages, which includes Alfred, Curran, Lefaivre, Pendleton, Plantagenet, Treadwell and Wendover.

Only 40 minutes away from downtown Ottawa and 90 minutes from Montreal, the Township of Alfred and Plantagenet is a place of choice to live and raise a family.

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DENIS ST-PIERRE PARK HISTORY

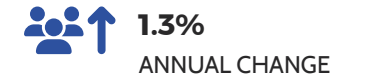
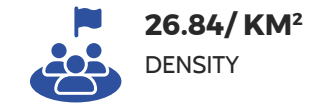
Denis St-Pierre Park is named in recognition of the contribution of a man who wore many hats in the Alfred-Plantagenet Township community.

Denis St-Pierre has been a founder & president of the Optimist Club (1977-1978), member of the Wendover Community Centre Construction Committee, Member of the Western Festival Committee, Village Police and Wendover Aqueduct Manager. He was also the Wendover Snowmobile Club Association Manager, Member of the Knights of Columbus, Member of the hunting and fishing club, Hockey coach of the old timers club, and Organizer of the ball tournament



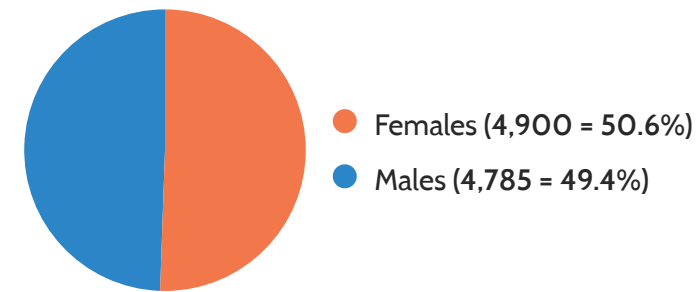
TOWNSHIP POPULATION DEMOGRAPHICS

POPULATION 2002-07-01	POPULATION 2007-07-01	POPULATION 2012-07-01	POPULATION 2017-07-01	POPULATION 2021-07-01
8,985	8,836	9,503	10,020	10,531

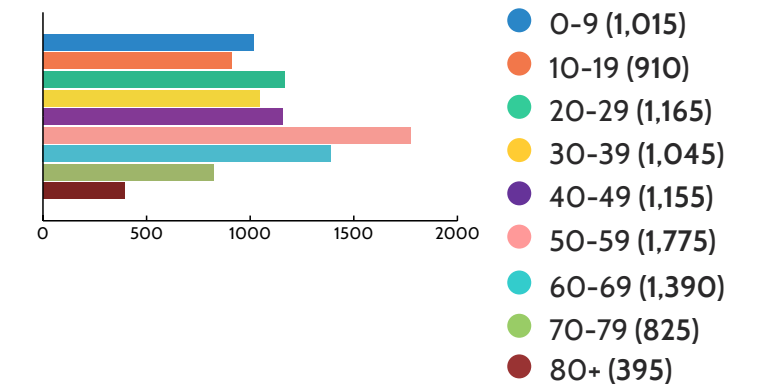


Source: Figures and estimates from Statistics Canada

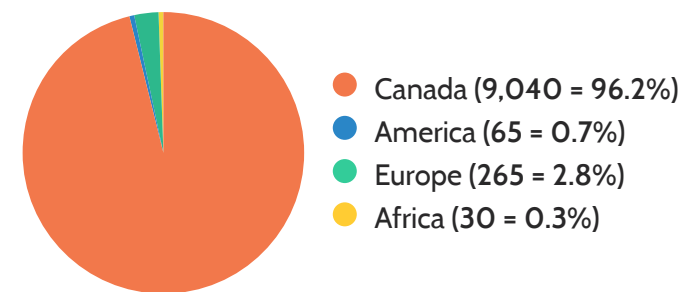
GENDER



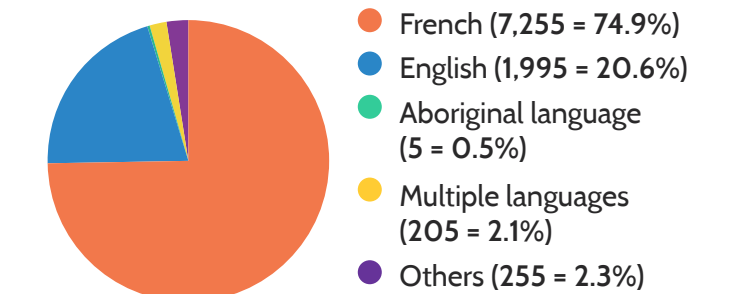
AGE DISTRIBUTION



COUNTRY OF BIRTH



MOTHER TONGUE



Source: Figures and estimates from Statistics Canada

PARTNERSHIP OPPORTUNITIES



ABOUT THE PROJECT AND HOW WE WILL GET THERE

Denis St-Pierre Park is a community park that is widely used by baseball, cycling, hockey, basketball and volleyball enthusiasts. It boasts a dog park and numerous family spaces that allow residents to regularly visit the park to enjoy the outdoors.

The Wendover Denis St-Pierre Park Advisory Committee has identified four projects that could be developed over the coming years. The funding for these projects will come from two streams of revenue.

1. Public partnership contributions
2. Commercial advertising space.

In the following pages, we have outlined our vision for the future.



Project evaluated in 2022

CONSTRUCTION OF A ROOF TO COVER THE MULTI-SPORT AREA

The proposed roof would cover the entire multi-sport area. LED lighting would be installed under the roof. Walls on the west and north side will be considered once the roof is constructed to limit noise pollution to the surrounding residential neighborhood.

PROJECT VALUED AT: \$1,000,000.00

Parc Denis St-Pierre's future Roof Covered Multi-Sport rink project will be seeking a Naming Right Partner to help fund this new community facility. This large sponsorship endeavor will provide a unique visibility opportunity for a public or corporate partner, with potential attendance volumes of over 50,000 visitors per year.

The ideal partner will receive Naming Rights for this facility for an option period of 20 years, starting on the inauguration year and renewing at 5-year intervals.

This sponsorship entitles the successful Naming Rights Partner to rename the Facility with a chosen name, subject to approval by the Municipality.

The Naming Rights Partner will provide exterior signage at the main entrance at their cost. All sign placements must be approved by the Municipality and be in accordance with municipal regulations and building code requirements.

WHY POSITION YOUR ORGANIZATION AS A NAMING RIGHTS PARTNER? THERE ARE MULTIPLE BENEFITS:

- Position your company or organization as a forward-thinking, community leader.
- Expose your brand to a cross-section of demographic, geographic and lifestyle market segments.
- Build engaging relationships.
- Build positive associations through beloved events, experiences, traditions, and memories made at the new facility and park.
- Drive sales for a new or existing business.
- Engage in corporate community experiences.
- Influence consumer perceptions.



Project evaluated in 2022

CREATION OF A TRAIL THAT JOINS ALL THE PARK ACTIVITIES

The proposed multi-use pathway will connect the multi-sport area, the bike park and the dog park. The proposed width will match that of the existing pathway, approximately 3 metres. The surface would also be paved.

PROJECT VALUED AT: \$70,000.00



Project evaluated in 2022

ADDITION OF A GRID BEHIND THE BASKETBALL COURT

The addition of a grid behind the basketball court will allow the balls to remain on the court during games. This grid will be similar to the one installed behind the hockey rink.

PROJECT VALUED AT: \$5,000.00



Project evaluated in 2022

ADDITION OF A PICKLEBALL COURT

The addition of a pickleball court will meet the demand for this activity. The field will be approximately 20 feet by 44 feet. It will be fenced, but the fences will be lower than those of a tennis court, to give a better look.

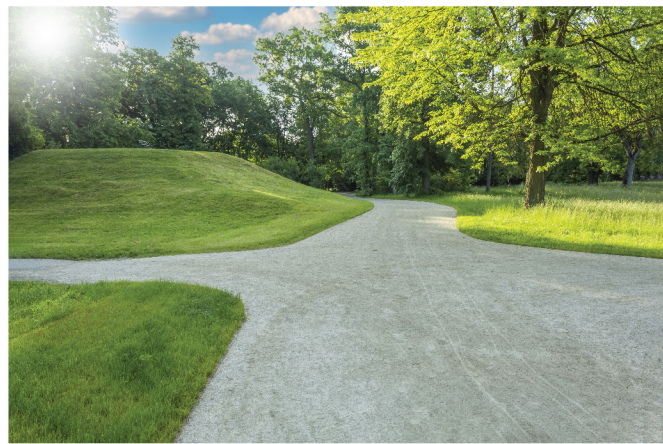
PROJECT VALUED AT: \$60,000.00



Construction of a roof to cover the multi-sports area



Creation of a trail that joins all the park activities



LEGEND

- PARK PROPERTY LINE
- METAL FENCE
- ASPHALT PAVEMENT
- EXISTING TRAIL
- PROPOSED TRAIL
- GRASS
- DOG PARK
- SPLASH PAD
- PLAY AREA
- BEACH VOLLEYBALL COURTS
- BIKE PARK
- PETANQUE COURSE
- TREES
- PICNIC TABLE WITH CEMENT BASE
- BENCH WITH CEMENT BASE
- WASTE / RECYCLING WITH CEMENT BASE



PURCHASE OF PARK EQUIPMENT



PARTNERING TO EQUIP THE PARK

In every park, there are many amenities that are needed to make a visit sustainable. That is why we have come up with a program that families and businesses can take pride in participating, with purchases of different elements. In turn, they can be identified as a park sponsor. Below is a list of these important partnering opportunities.



BENCH INSTALLATION

AVAILABLE QUANTITY: 1 - 20

PRICE: \$1,500.00 + HST



INSTALLATION OF PICNIC TABLES

AVAILABLE QUANTITY: 1 - 12

PRICE: \$3,000.00 + HST



INSTALLATION OF TRASH CANS

AVAILABLE QUANTITY: 1 - 30

PRICE: \$2,500.00 + HST



INSTALLATION OF STREET LAMPS

AVAILABLE QUANTITY: 1 - 12

PRICE: \$5,000.00 + HST



TREE PLANTATION

AVAILABLE QUANTITY: 1 - 50

PRICE: \$1,800.00 + HST



IMPROVEMENTS TO THE DOG PARK

AVAILABLE QUANTITY: 1 - 5

PRICE: \$10,000.00 + HST

ADVERTISING OPPORTUNITIES



SIGNAGE ON BASEBALL FIELD FENCES

In baseball or softball, one of the best opportunities for sponsor signage or stadium branding lies on the fence, along the edges of the field of play.



DURATION

VALUE

AVAILABILITY

TYPE

DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$800.00	28	96" x 30" Banner
3 years	\$2,300.00	28	96" x 30" Banner
5 years	\$3,500.00	28	96" x 30" Banner

SIGNAGE IN THE COMMUNITY CENTRE

The signage inside the community centre will allow your business or organization to be visible at all times of the year to hundreds of activity participants. This type of signage also raises awareness that your business supports its community.



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$500.00	5	Clip frame 22" x 28"
3 years	\$1,200.00	5	Clip frame 22" x 28"
5 years	\$2,200.00	5	Clip frame 22" x 28"

SIGNAGE ON THE COMMUNITY CENTRE BUILDING

Signage on the exterior of the community centre attracts all those visiting the park for whichever venue 365 days a year.



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$1,200.00	5	8' x 4' Aluminum Panel
3 years	\$3,400.00	5	8' x 4' Aluminum Panel
5 years	\$5,500.00	5	8' x 4' Aluminum Panel

RINK BOARD SIGNAGE

Rink board advertising is a great way to get your business in front of a captive audience (players/skaters on the ice and fans). Book a rink board for the both winter and summer season and get noticed!



DURATION	VALU	AVAILABILITY	TYPE
1 year	\$1,500.00	28	84" x 27" rink board
3 years	\$3,500.00	28	84" x 27" rink board
5 years	\$6,500.00	28	84" x 27" rink board

LAMP POST SIGNAGE

Lamp Post Advertising is an effective way to engage both potential and existing clients!



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$900.00	15	24" x 48" Banner
3 years	\$1,600.00	15	24" x 48" Banner
5 years	\$3,200.00	15	24" x 48" Banner

BIKE PARK SIGNAGE

Advertising at the bike park or on our bike trails or along the multi-use pathways is a great way to promote your business or organization, while at the same time supporting our biking enthusiasts.



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$800.00	15	96" x 30" Banner
3 years	\$2,300.00	15	96" x 30" Banner
5 years	\$3,500.00	15	96" x 30" Banner

SIGNAGE ON THE DOG PARK FENCES

Our dog park advertisers will be rewarded with advertising benefits that will increase awareness of their products or services. We achieve this through our strategically placed sign panels. Your advertisements will be viewed by many individuals everyday!



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$800.00	28	96" x 30" Banner
3 years	\$2,300.00	28	96" x 30" Banner
5 years	\$3,500.00	28	96" x 30" Banner

SIGNAGE ON THE COUNTY ROAD 17 BUS SHELTER

Obtain massive exposure with bus shelter advertising. Highway 17 boost a traffic count of approximately 5,000 vehicles per day!



DURATION	VALUE	AVAILABILITY	TYPE
1 year	\$1,200.00	1	Banner
3 years	\$3,400.00	1	Banner
5 years	\$5,000.00	1	Banner

**TOWNSHIP OF
ALFRED AND PLANTAGENET**

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