



INTRODUCING ABBOTSFORD'S NEW

# Corporate Partnerships Program

Forming meaningful partnerships that benefit **businesses**, the **City**, and the **community**.



CorporatePartners  
PROGRAM



# Get to Know Us!

The City of Abbotsford is excited to launch the Corporate Partnerships Program, where our focus is on developing valuable partnerships between businesses/organizations and the City. Through this program, local businesses are able to heighten their visibility and develop stronger relationships with a City-wide audience, the City is able to use sponsorship dollars to fund programs and facilities... and, ultimately, residents benefit from enhanced, barrier-free City events and initiatives.

In an increasingly competitive business landscape, successful companies understand the value of sponsorship, as it allows them to build stronger relationships with their target audience, be seen as a community leader, and enjoy a range of attractive marketing benefits.

## Partnership Has its Benefits!

By partnering with the City of Abbotsford, Corporate Partners will enjoy significant and effective marketing benefits such as:

- ◆ Creative activation opportunities, allowing for in-person connection with target audience
- ◆ On-site presence at City events, programs, and facilities
- ◆ Social media shout-outs
- ◆ Emcee mentions
- ◆ Industry exclusivity
- ◆ Prominent logo placement on City signs, web and print materials
- ◆ Mentions in City news releases... and more!

### ENGAGEMENT HIGHLIGHTS



#### SOCIAL MEDIA

**Facebook:** 7.2K FOLLOWERS | 16.4K IMPRESSIONS

**Twitter:** 11.1K FOLLOWERS | 476K IMPRESSIONS

**Instagram:** 2.5K FOLLOWERS | 1.7K IMPRESSIONS

**YouTube:** 357 FOLLOWERS | 88K IMPRESSIONS

LEARN MORE: [abbotsford.ca/social-directory](http://abbotsford.ca/social-directory)



#### ABBOTSFORD.CA

+275K PAGE VIEWS | +200K UNIQUE VIEWS  
The updated City of Abbotsford website includes better functionality and navigation, improved customer service and design and installed translation and accessibility features to ensure information is available to everyone in our community.



#### TRADITIONAL ADVERTISING

The Abbotsford News Black Press Media extends its reach over 90 communities with 1 million unique visitors online every month.

The Punjabi Patrika is the first Punjabi-English newspaper in North America that helps advertisers reach across cultural divides to draw customers from every sector of the Lower Mainland to their businesses, organizations and events.

# Partnership Opportunities

- ◆ **NAMING RIGHTS** – Attach your organization’s name to one of the City’s well known, much-loved facilities! Naming Rights opportunities are available for a variety of City venues and amenities, including the Abbotsford Centre, the new Accessible Baseball Field at Grant Park, and the proposed new Downtown Plaza. This is a highly impactful way to get your name noticed, and build your brand’s reputation, in Abbotsford - and beyond!
- ◆ **EVENTS** – Events strengthen community by creating human connection and bringing people together. Events are experiential marketing and the #1 communication tool! There is no better way to enjoy our great City and connect with Community than at an event! As our community continues to grow, so does the desire for community members to connect with one another. We are excited to continue to cultivate community engagement impactfully through events. Join us as a sponsor at one of the City of Abbotsford’s popular (and free!) community events. From Canada Day to seasonal celebrations, there is always a much-anticipated City event in the works.
- ◆ **RECREATION PROGRAMS** – Showcase your company’s commitment to health, well-being and connection by aligning with one of our popular Recreation Programs. Examples of partnership opportunities may include sponsoring programs targeting a specific population (youth or seniors, for example), or hosting a series of free swims and/or skates.
- ◆ **CUSTOM OPPORTUNITIES** – Work with our team to identify and create custom partnership opportunities that align directly with your company’s unique marketing goals.



## COMMUNITY HIGHLIGHTS



### SPECIAL EVENTS

Over 150 outdoor events are hosted each year in Abbotsford. An average of 65,000 residents attend the City’s Canada Day celebration with over 80 parade participants and 300 community volunteers.

LEARN MORE: [abbotsford.ca/events](http://abbotsford.ca/events)



### FILMING

With 63 film productions in 2020, Abbotsford generated a total revenue of \$2.6 million while filming across 180 locations.

LEARN MORE: [abbotsford.ca/filming](http://abbotsford.ca/filming)



### DIVERSITY

Abbotsford is one of the country’s most culturally diverse communities with more than 50 languages spoken by our residents. With a growing community of over 155,000 residents, 27.6% were born outside of Canada.

LEARN MORE: [abbotsford.ca/diversity](http://abbotsford.ca/diversity)

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# Make an Impact

Much like the local business community, the community of Abbotsford is engaged, diverse and **growing** - making now the ideal time for businesses to take advantage of our new Corporate Partnerships Program by sponsoring a City event, facility or program. Unlike traditional advertising, which is typically short-term and transactional in nature, sponsorship is experiential - and creates a more meaningful relationship between a business and an audience.

Reach out to us today to learn about the range of opportunities available - including custom partnership packages tailored to suit your marketing goals and budget. We are eager to work with your team and identify or create the sponsorship opportunity that will be the best fit for your organization.

Let's get started!



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# Stay Connected

CITY OF ABBOTSFORD **ECONOMIC DEVELOPMENT**

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