

cambridge.ca/playitforward

SPONSORSHIP OPPORTUNITY

Play it Forward

— CAMBRIDGE —

Building an Active Community Together



City of Cambridge
Capital Builds Corporate Sponsorship Initiative

Play it Forward

— CAMBRIDGE —

Invest in the art of play today and start **Building an Active Community Together**. Contribute to our City's future through active spaces and be a catalyst for community growth and wellness for generations to come.

CORPORATE SPONSORSHIP OPPORTUNITIES

1

Cambridge Recreation Complex
Dundas St & Branchton Rd.
Estimated Completion 2026

2

Preston Auditorium Arena
1458 Hamilton St
Estimated Completion 2025

3

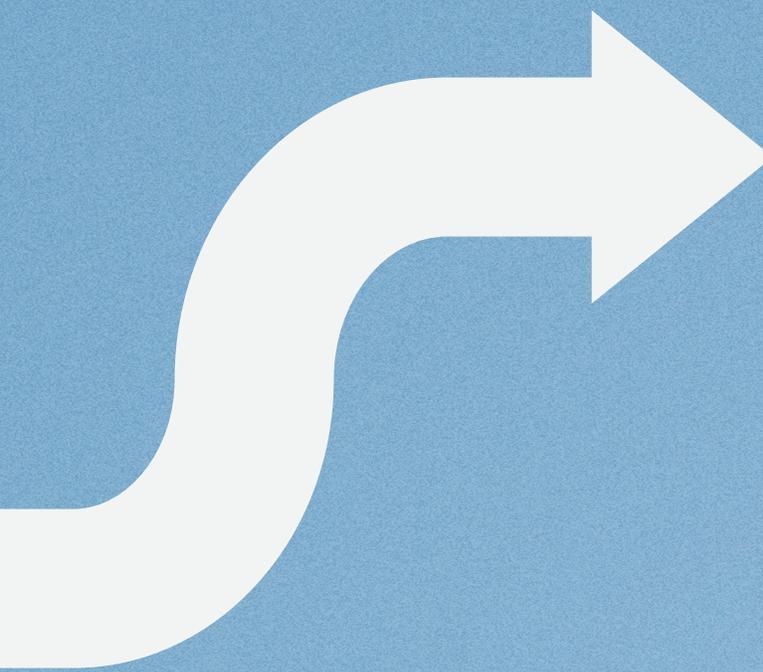
Cambridge Soccer Complex
880 Linden Drive
Now Open & Operating

4

Kin 1 Baseball Diamond
1935 Rogers Drive
Estimated Completion 2026

What is Play it Forward Cambridge?

Play it Forward Cambridge is a transformative initiative dedicated to enhancing the vitality and connectivity of our beloved city. We invite you to join us in this exciting journey by investing in four key projects. They include: a state-of-the-art Cambridge Recreation Complex, a revitalized and expanded Preston Auditorium Arena, the newly developed Cambridge Soccer Complex and the KIN 1 Baseball Diamond. These projects are designed to foster community engagement, promote active lifestyles, and create lasting legacies. Your sponsorship will play a crucial role in bringing these visions to life, ensuring a vibrant and dynamic future.



Play it Forward Cambridge embodies our commitment to creating vibrant, active communities. It's about investing in spaces that bring people together, fostering health, wellness, and a sense of belonging. Together, we can **build a legacy** of active living and community spirit for future generations.



Cambridge Recreation Complex

SPONSOR TODAY



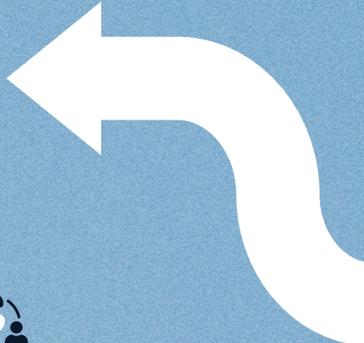
The City of Cambridge is investing **\$163 MILLION** in four, new, state-of-the-art recreational facilities to serve our growing community.

The City is seeking to secure **\$18 MILLION** in sponsorship and naming rights from local philanthropic, corporate leaders like you.

Why Consider Being a Corporate Sponsor?

Play it Forward Cambridge offers your company a unique opportunity to make a lasting impact on the community while achieving strategic business objectives. By sponsoring you not only gain significant brand visibility and positive public perception, but also demonstrate a commitment to fostering community development and active lifestyles. Join us in creating vibrant, sustainable spaces that benefit everyone and leave an imprint of positive change.

BENEFITS OF CORPORATE SPONSORSHIP



NAMING RIGHTS

Gain prominent visibility and prestige by attaching your company's name to high-profile facilities and events.



BRAND EXPOSURE

Increase brand awareness through media coverage, signage, and promotional materials associated with the sponsored projects.



COMMUNITY IMPACT

Enhance your company's reputation by demonstrating a commitment to community development and social responsibility.



NETWORK OPPORTUNITY

Connect with local leaders, influencers, and other businesses, fostering valuable relationships and partnerships.



CUSTOMER LOYALTY

Strengthen relationships with customers who value social responsibility and businesses that contribute to their community.



PUBLIC RELATIONS

Generate favorable media coverage and public perception by associating your brand with positive community impact projects.

Build Project #1

CAMBRIDGE RECREATION COMPLEX

The new 112,000 sq. ft. Cambridge Recreation Complex will be the keystone of an exciting new community hub in the south end of the City. The 32.5 acre joint-use campus will offer educational, recreational and cultural activities for all ages in a rapidly developing community.



KEY PROJECT HIGHLIGHTS



10 Lane, 25m Swimming Pool

Warm Water Leisure Pool

3 FIBA Gymnasiums

Running/Walking Track and Fitness Areas

Multi-Purpose Rooms

Concession

Idea Exchange (Cambridge Public Library)

Courtyard and Park Amenities



Cambridge Recreation Complex Northern Park Entrance

Empowering Active Living

The development of the new Cambridge Recreation Complex and surrounding area will establish a vibrant community hub in the south end of the city. This accessible, modern, multi-purpose facility presents an opportunity for corporate sponsors to align with a project that promises extensive community engagement and visibility.

Council has endorsed a plan to develop two separate buildings on the joint site, with shared amenities. One facility will serve the two school boards and daycare, while the second will house the Recreation Complex and Idea Exchange. Both facilities will have access to community park spaces, offering educational, recreational, and cultural activities for all ages.

Set to open in 2026, the 32.5-acre joint-use campus, located north of Dundas Street South and Branchton Road, represents a cornerstone for community engagement and development.



Learn more at: cambridge.ca/playitforward

Build Project #2

PRESTON AUDITORIUM ARENA

Revitalizing a cherished community landmark; your sponsorship will help create a state-of-the-art facility that will serve and inspire future generations. Be a part of this history of excellence and community spirit.



KEY PROJECT HIGHLIGHTS



Brand New NHL-Sized Ice Pad

Enhancements to Existing Ice Pad and
Ice Resurfacing Room

Dry Land Training

New and Upgraded Change Rooms
Catering to All Patrons

New Washrooms

Expanded Seating Capacity

Banquet Hall for Events

Multipurpose and Office Space

Revitalizing A Historic Landmark

We invite you to be a part of the transformation of the Preston Auditorium Arena, an iconic community venue undergoing significant renovation and expansion. This ambitious project, spanning approximately 77,000 square feet, will modernize and enhance the facility, ensuring it remains a central hub for community activities and events.

By aligning with this high-profile initiative, your company will gain prominent exposure with over **600,000 visitors annually**. This project will not only modernize a cherished community landmark but will also create a state-of-the-art facility that will serve and inspire future generations.

Construction began in Fall 2023, with anticipated **completion in 2025**. This project promises to elevate the Preston Auditorium Arena into a **premier venue** for sports, entertainment, and gatherings.



Preston Auditorium Arena

Learn more at: cambridge.ca/playitforward

Build Project #3

CAMBRIDGE SOCCER COMPLEX

Now open, Cambridge's impressive new Soccer Complex is a premier sports hub that brings more excitement to the growing local soccer enthusiast community in the City and beyond.



Toyota Fieldhouse

KEY PROJECT HIGHLIGHTS



7 Full-Sized Soccer Fields in Total

2 Synthetic Turf Fields

1 Synthetic Dual-Sport Turf Field for
Soccer and Rugby

4 Natural Surface Fields

Field House with Modern Meeting
Rooms, Change Rooms, Washrooms
and Amenity Spaces

Conestoga College is Program Partner
and Utilizes Fields for Their Soccer and
Rugby Programs

NOW OPEN

It will be able to attract regional, provincial and national championships.

Derek Bridgman
General Manager, Cambridge United

Source: CTVnews.ca



Cambridge Soccer Complex



Goal-Oriented Innovation

The new outdoor soccer complex, located at 880 Linden Drive between the Blair and Preston areas of Cambridge, is a premier community sports hub. Conveniently close to Highway 401, the complex features multiple natural and artificial turf soccer fields, ample parking, and internal trails.

At the heart of the complex is the Toyota Fieldhouse a modern amenity building, thoughtfully designed to provide comfort and convenience for all users. This state-of-the-art facility includes spacious, well-appointed changing areas, accessible washrooms, and contemporary amenities to enhance the overall experience for players and visitors.

The City of Cambridge is proud to partner with Conestoga College and Toyota Motor Manufacturing Canada Inc. to bring this exciting new facility to life.

Further opportunities are available to build on the commitment of these dedicated corporate partners.



Cambridge Soccer Complex

Learn more at: cambridge.ca/playitforward

Build Project #4

KIN 1 BASEBALL DIAMOND

The City of Cambridge is embarking on significant upgrades to the Kin 1 Baseball Diamond at Kinsmen Stadium at Riverside Park, aiming to transform it into a fully accessible facility that welcomes athletes of all abilities. This initiative reflects the City's commitment to inclusivity and community engagement in sports.



KEY PROJECT HIGHLIGHTS



Fully Accessible Design

Revamped Artificial Turf Infield

Natural Turf Outfield to Preserve
the Park Atmosphere

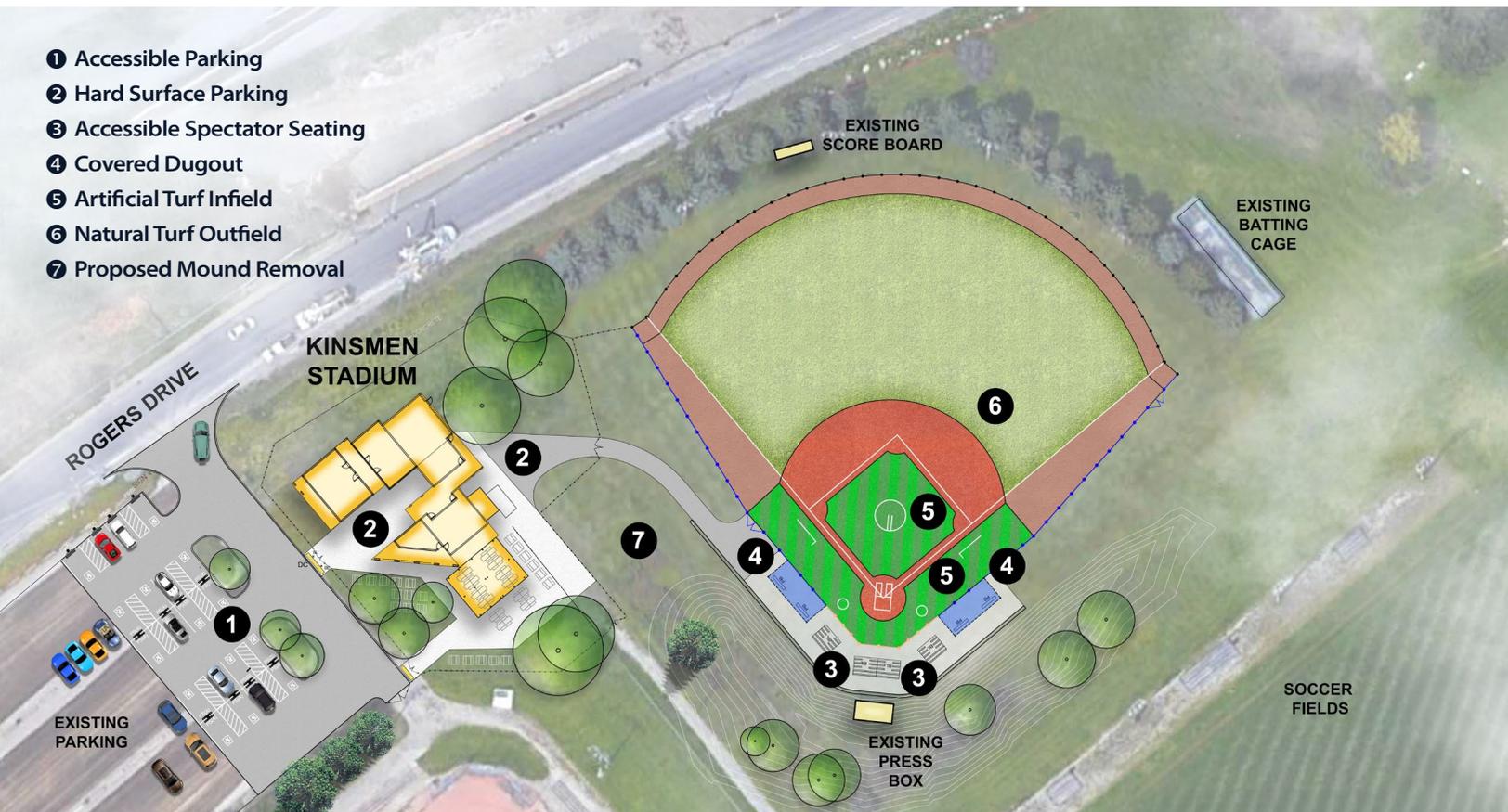
Upgraded Bleachers and Seating

Paved Accessible Parking Lot

Modern Change-Room and
Washroom Facilities

Expanded Licensed Concession

Prime Location in Riverside Park



Invest in A Facility That Hits it Out of The Park

The Kin 1 Diamond revitalization project is transforming a well-loved community space into an inclusive, high-quality venue focused on accessibility, performance, and spectator experience. It will serve as a premier destination for players and fans of all abilities.

Upgrades include a fully accessible parking area, hard-surface pathways, and enhanced spectator seating, ensuring barrier-free movement throughout the site. New covered dugouts will support teams, while the diamond will feature a state-of-the-art artificial turf infield and a natural turf outfield, that maintains the park's green character.

The enhancements will also include washrooms, changerooms, and an expanded licensed concession with a patio, the upgraded facility will offer a welcoming environment for events and everyday use.

This is your chance to step up to the plate and be part of something meaningful while building your brand in the heart of Cambridge.



Get Involved Today and Help Us Play it Forward Cambridge

FOR ALL SPONSORSHIP INQUIRIES CONTACT:

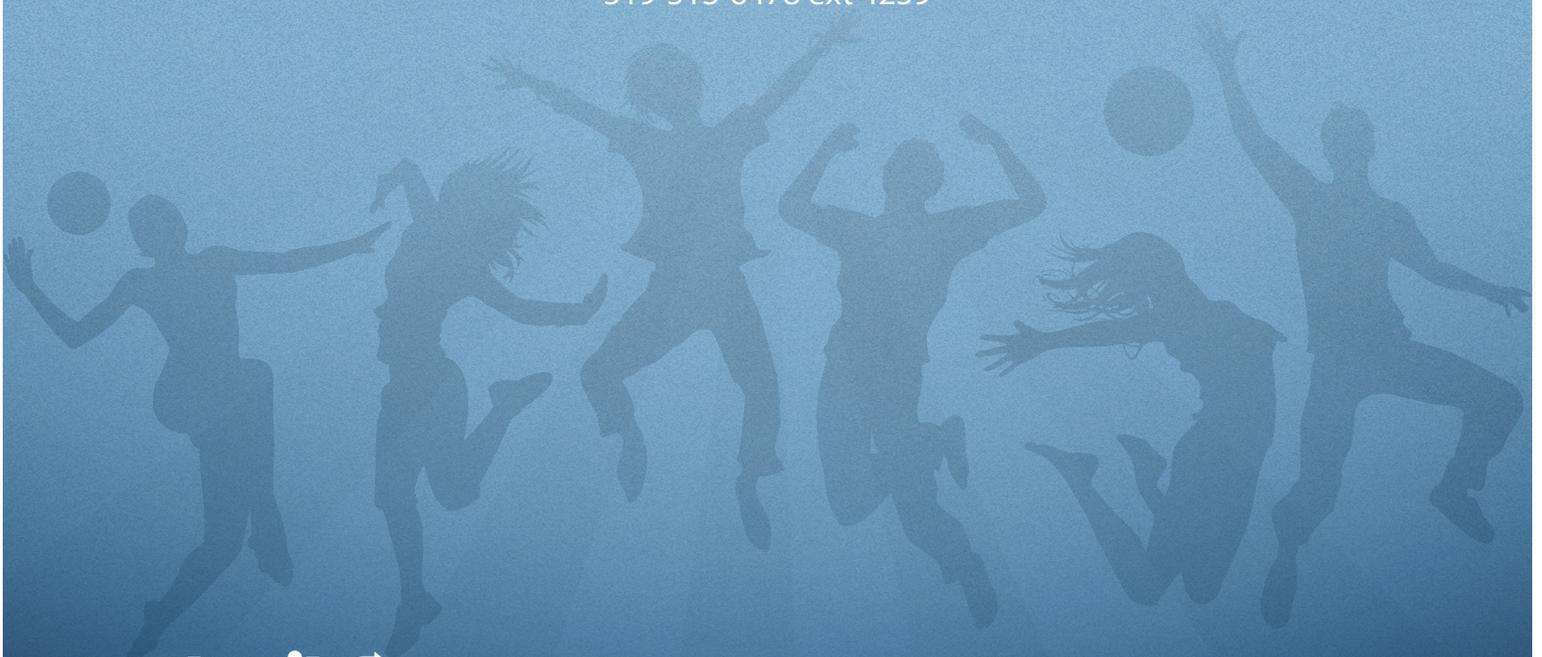
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