

TOWN OF ESSEX

NAMING RIGHTS & SPONSORSHIP GUIDE





ABOUT THE TOWN OF ESSEX

The Town of Essex is a vibrant and growing municipality located in the heart of Essex County in Southwestern Ontario. Blending rich history with modern development, Essex is home to diverse industries, thriving local businesses, and scenic landscapes that attract both residents and visitors.

Essex is comprised of four distinct urban communities: Essex Centre, Harrow, Colchester, and McGregor. Each offers its own unique character and charm, contributing to the Town's rich cultural fabric.

Essex is located on the 42nd parallel, a latitude in which we share with northern California and the French Riviera. This ideal location provides Essex with the perfect combination of rich soil and a moderate climate to produce some of Ontario's best wines. Nearly 70% of the wineries in Ontario's Lake Erie North Shore Appellation are found in Essex, which is home to 10 of the region's 17 wineries.

Situated just minutes from the City of Windsor and the Canada-U.S. border, Essex offers convenient access to key transportation routes, making it an ideal hub for business growth and investment. This prime location has positioned Essex as a cornerstone for regional economic development, offering opportunities for businesses to thrive while residents enjoy a high quality of life.

We extend our sincere gratitude to sponsors and partners for considering opportunities to collaborate with the Town of Essex. Your support is vital in helping us continue to foster growth and strengthen the vibrant fabric of our small, rural Town. Together, we can build a stronger, more connected community.

DEMOGRAPHICS



Total Population
21,216 (2021)



Population Growth
4% (2016 - 2021)



Median Household Income
\$87,000



Total Construction Value
\$122M (2024)



Single-Family Dwellings Sold
353 (2024)



Post-Secondary Education
47%



Single-Family Dwellings Built
67 (2024)



Youth 0 to 14
3,245

PARTNER

with the Town of Essex

Partnering with the Town of Essex offers a unique opportunity to engage with a vibrant and growing community while contributing to initiatives that enrich the Town's cultural, recreational, and economic landscape. Your support plays a vital role in expanding recreational opportunities and enhancing community facilities, creating lasting benefits for residents today and for generations to come.



Community Impact

Your sponsorship directly contributes to meaningful projects and initiatives that enrich the lives of Essex residents. By investing in the Town, you can play a vital role in building a stronger, more connected community.



Brand Awareness

The Town of Essex hosts a variety of well-attended events, programs, and recreational activities, drawing a diverse audience from across the region. As a sponsor, your brand will gain valuable exposure, allowing you to connect with potential customers in an authentic and meaningful way.



Positive Corporate Image

Supporting community initiatives showcases your organization's dedication to local engagement and social responsibility.



Networking and Collaboration

Sponsorship opens doors to valuable connections with other businesses, community leaders, and residents. Engaging with the Town of Essex can lead to future collaborations, partnerships, and business growth opportunities.

GET INVOLVED TODAY!

Join us in making a lasting impact on the Town of Essex. To explore sponsorship opportunities or customize a package that aligns with your goals, contact the Town of Essex Economic Development Department at ecdev@essex.ca or **519-776-7336, ext. 1135**.

Thank you for considering a partnership with the Town of Essex!

FACILITY

Naming Rights

Gain lasting recognition and make a meaningful impact by securing Naming Rights in the Town of Essex. This exclusive opportunity not only enhances your brand's visibility but also demonstrates your commitment to fostering community development. All fees collected from Naming Rights agreements are reinvested directly into the improvement and maintenance of our valued community spaces, ensuring a lasting contribution to the Town's growth and well-being.

TIER ONE Naming Rights



Essex Centre Sports Complex

The Essex Centre Sports Complex is the Town's most popular and attended recreational facility. The complex features an NHL-sized ice rink, a practice ice rink, a 210-metre indoor walking track, and two public meeting rooms. Throughout the year, the facility greets over 150,000+ visitors and is home to the Essex 73's Junior C Hockey Team.



Essex Centre Sports Fields

The Essex Centre Sports Field is a new state-of-the-art outdoor sport and recreation complex. It will feature nine soccer fields, five baseball diamonds, batting cages, and recreational trails. Naming rights opportunities are available for the entire complex as well as individual amenities within the facility.



Harrow Soccer Complex

The Harrow Soccer Complex is a modern facility offering three senior level fields, one intermediate field, and three junior level fields. A 1.2km walking and running track surrounds the fields, providing an accessible space for spectators and visitors of all ages.



Harrow & Colchester South Arena

The Harrow and Colchester South Arena is home to a single-pad ice rink and a multi-purpose community room, hosting a wide range of activities and community events year-round.

TIER TWO Naming Rights



Essex Multi-Use Courts



Harrow Multi-Use Courts



Tot Park & Essex Splash Pad



Harrow Playground & Splash Pad



Essex Skate Park



Harrow Skate Park



Essex Dog Park



Colchester Park & Splash Pad

Amenities

Rinks	Harrow & Colchester South Arena (1)
Walking Tracks	Harrow Soccer Complex (1)
Volleyball Courts	Colchester Beach (1)
Soccer Fields	Harrow Soccer Complex (7) Essex Centre Sports Fields (9)
Baseball Diamonds	Harrow Fairgrounds (6) Essex Centre Sports Fields (5)
Pavilions	Harrow Fairgrounds (2) Bridlewood Optimist Park (1) Sadler's Nature Park and Trail (1)
Gazebos	Peace Garden (1) McGregor Parkette (1)



Colchester Volleyball Court



Harrow Soccer Complex



Peace Garden Gazebo

Recreational TRAILS & PARKS

The Town of Essex boasts a network of beautiful recreational trails and parks, providing residents and visitors with spaces for outdoor enjoyment, fitness, and relaxation. While our parks proudly bear established names, there are still meaningful opportunities for sponsors. By sponsoring these cherished community areas, you will support the ongoing maintenance and improvements, ensuring they remain accessible and enjoyable for all. Sponsorship also provides the opportunity to contribute to the development of new amenities and enhancement at these community spaces, promoting active and healthy living for people of all ages.

ESSEX CENTRE

Bridlewood Optimist Park

Heritage Gardens Park

Hunter Park

Stanton Park

Sadler's Nature Park and Trail

Sparky's Park

Tulley Meadows Bush and Trail

HARROW

Bramblewood Park

Liberato Park

Tawenstha Park

Participark Trail

MCGREGOR

McGregor Parkette

COLCHESTER

Bell Park

Bagot Park

Peace Garden



Sadler's Nature Park and Trail



Bridlewood Optimist Park



Stanton Park



Heritage Gardens Park



McGregor Parkette

INVEST

in the future of Essex!

New Developments *Coming Soon!*

The Town of Essex is expanding its offerings with new, state-of-the-art park and facility developments designed to enhance our community's well-being and quality of life. These upcoming projects provide unique opportunities for sponsors to make a lasting impact on the community.

Sadler's Nature Park and Trail Pavilion

Essex Town Centre Park

Harrow Dog Park

Harrow Multi-Use Courts

Heritage Gardens Park

Colchester Park



Recreational Programming
**SPONSORSHIP
OPPORTUNITIES**



Swim & Skate SPONSORSHIPS

The Town of Essex offers skate and swim programs at various locations in the community, suitable for individuals of all ages. Sponsorship of a skate or swim will help the Town offer these programs at no cost, ensuring all residents have an opportunity to enjoy our local facilities and stay active.

📍 Essex Recreation Centre, Essex Sports Complex, & Harrow and Colchester South Arena

📅 Swim programming operates year-round, while skate programming operates from September to May



Attendees for a Free Swim

100/Swim

Annual Swim Program Participants

3,817

Attendees for a Free Skate

100/Skate

Number of Swimming Lessons

1,298

Annual Foot Traffic at the
Essex Centre Sports Complex

150,000+

Drop-in PROGRAMMING

Recreational programming is offered throughout the Town at various locations, delivering high quality programming for people of all ages. As a sponsor, you can support various drop-in programs, providing community members access to activities and programs free of charge! Supporting free recreational programming fosters inclusivity and encourages Essex residents to stay active and engaged in their community.

📍 Essex Recreation Centre, Essex Sports Complex, & Harrow and Colchester South Arena

📅 Drop-in programming operates year-round



Drop-in/Membership
Uses per Month

1350

Recreational Programs
Offered

450

Participants Served
Annually

16,200



The Town of Essex is proud to be one of a select group of organizations in Ontario and one of only two county municipalities to be HIGH FIVE Accredited. HIGH FIVE is the only recognized standard for excellence in children's recreation and sport in Canada. The HIGH FIVE quality assurance standard was developed by Parks and Recreation Ontario. In achieving this coveted status, the Town of Essex is now recognized for our high-quality children's recreation programs and services.

Clubhouse DAY CAMPS

Clubhouse Day Camps provide an engaging and educational experience for children and youth aged 4 to 12 throughout the year. For over a decade, our youth day camps have been a trusted destination for families, offering a safe, exciting, and enriching environment where children can learn, grow, and stay active. Offered on P.A. Days, March Break, and throughout the entire summer, camp is open and ready to provide a memorable experience for all.



Participants Annually
5,500

Participants per Day
106

Camp Programs Offered
42



Sponsorship supports the Town in offering high-quality programming at an affordable cost, ensuring more children in the community have the opportunity to participate. Your sponsorship not only helps reduce financial barriers for families but also demonstrates a strong commitment to youth development, community well-being, and the creation of accessible recreational opportunities for all.

June is **RECREATION & PARKS MONTH**

June is Recreation and Parks Month (JRPM), which is a initiative that promotes the benefits of recreation and parks for physical, social, and environmental health. Various communities across Ontario have embraced JRPM as a way to promote local programs, events, parks, and facilities that are available for all residents to enjoy and stay active.

1000+
Attendees

Essex Recreation Centre



Recreational Swim, Spin H2O, Aqua-Fit



Community Bike Ride

Maedel Community Centre



Pickleball

Harrow Arena



Dance Fusion



Drum Fit



Sponsorship of JRPM will assist the Town of Essex in offering free programming across recreational facilities and parks in the month of June to support healthy living and wellness for residents of all ages.



Community CLASSICS



Movies in the Park June to September

To make the most of the warm summer nights, the Town of Essex hosts Movies in the Park. Spend some quality time with the family and enjoy a free movie under the stars! All ages are invited to watch a film on the big screen, enjoy free concessions, and participate in family friendly activities.

 Colchester and Essex Centre

 150+ attendees per event

 Select dates from June to September



Tune Up the Parks Mondays and Wednesdays from July to August

Tune Up the Parks is a well-known annual summer concert series event that brings free, live outdoor music to local parks in Essex Centre and Colchester. Taking place weekly at 7:00 pm, the concert series features emerging community-based musicians across various genres, providing them with a valuable platform to perform and connect with audiences of all ages.

 Colchester and Essex Centre

 150+ attendees per event

 Mondays and Wednesdays from July to August

Join us in making a lasting impact on the
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that aligns with your goals, contact the
Town of Essex Economic Development
Department at:

**ecdev@essex.ca or
519-776-7336, ext. 1135.**

Thank you for considering a partnership
with the Town of Essex!



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