

<b>Category</b>	<b>Sponsorship Type</b>	<b>Asset</b>	<b>New</b>
Community Centres	<i>Advertising</i>	Digital Screens	
Community Centres	<i>Advertising</i>	Exterior Digital Signs	
Community Centres	<i>Event Sponsor</i>	Rockin it at Rockway	
Community Centres	<i>Naming Rights - Rooms and Amenities</i>	Rooms & Amenities - Community Centres	
Community Centres	<i>Program Sponsor</i>	Seniors Programs	
Community Centres	<i>Program Sponsor</i>	Recreation Programs	
Community Centres	<i>Program Sponsor</i>	Healthy Snacks	
Community Centres	<i>Program Sponsor</i>	Doon Skatium	
Community Centres	<i>Program Sponsor</i>	Youth Drop-In	
Corporate Sustainability	<i>Program Sponsorship/Community Initiatives</i>	Program Initiatives	✓
Development Services - Parking	<i>Advertising</i>	Parking Garages	
Transportation Services	<i>Advertising</i>	Bike Racks, Bike Parking Facilities	✓
Transportation Services	<i>Program Sponsor</i>	Bike Fix-it Stations, Ice Cream Bike	✓
Transportation Services	<i>Program Sponsor/Event Sponsor/Advertising</i>	Bike Check Program	✓
Kitchener Market	<i>Naming Rights/Program Sponsor/Event Sponsor</i>	Kitchener Market - Indoor Spaces, Programs, Events	
Business/Entrepreneurship	<i>Program Sponsor/Event Sponsor</i>	WRSBC , SDG Lab Events and Programs	✓
Indoor Recreation Facility	<i>Naming Rights</i>	Future Indoor Facility at RBJ Schlegel Park	
Indoor Recreation Facility	<i>Naming Rights/Program Sponsor/Advertising</i>	Budd Park	✓
Indoor Recreation Facility	<i>Naming Rights/Program Sponsor/Advertising</i>	Future Indoor Facility at RBJ Schlegel Park - Indoor Turf	
INS - Operations	<i>Event Sponsor</i>	Public Works Week	✓
Neighborhood Programs and Services	<i>Program Sponsor</i>	Camps	
Neighborhood Programs and Services	<i>Program Sponsor</i>	Outdoor Rinks	
Neighborhood Programs and Services	<i>Program Sponsor/Event Sponsor</i>	Neighbours Night/Day	
Outdoor Sports Fields	<i>Naming Rights</i>	RBJ Schlegel Park - Cricket Pitch	
Outdoor Sports Fields	<i>Naming Rights</i>	RBJ Schlegel Park - Artificial Turf Fields (2)*	
Outdoor Sports Fields	<i>Naming Rights</i>	RBJ Schlegel Park - Natural Turf Field*	
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Breithaupt D1/D2/D3	✓
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Budd Park D1/D2 S1,S2	✓
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Lions Park D1/D2	✓
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Peter Hallman D1/D2/D3	
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Rosenberg Park D1/D2	✓
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Wilson Park D1/D2/D3/D4	✓
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Upper Canada D1/D2/D3/D4	
Outdoor Sports Fields	<i>Naming Rights/Field Sponsor/Advertising</i>	Woodside Park Artificial Turf 1 & 2	
Parks	<i>Naming Rights/Advertising</i>	Dog Parks	
Parks	<i>Naming Rights/Program Sponsor</i>	Sports Courts	
Parks	<i>Naming Rights/Program Sponsor</i>	Playgrounds	
Parks	<i>Naming Rights/Program Sponsor</i>	Splash Pads	
Parks	<i>Program Sponsor</i>	Naturalization Area Projects	
Parks	<i>Program Sponsor</i>	Tree Planting	

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Parks	<i>Program Sponsor</i>	Park Benches	
Parks	<i>Program Sponsor</i>	Outdoor Education Programs	
Parks	<i>Naming Rights</i>	Community Trails - Trail Heads	✓
Special Events	<i>Event Sponsor</i>	Cruising on King	
Special Events	<i>Event Sponsor</i>	Wayback Festival	
Special Events	<i>Event Sponsor</i>	Christkindl Market	
Special Events	<i>Event Sponsor</i>	Canada Day	
Special Events	<i>Event Sponsor</i>	New Year's Eve	
Special Events	<i>Event Sponsor</i>	Christmas Fantasy	
Special Events	<i>Event Sponsor</i>	Grillefest	
Special Events	<i>Event Sponsor</i>	Family Day	
Special Events	<i>Event Sponsor</i>	Kidspark	
Special Events	<i>Event Sponsor</i>	Enchanted Forest	✓
Special Events	<i>Event Sponsor</i>	Youngart	✓
Special Events	<i>Event Sponsor</i>	New Years Levee	
Sport - Aquatics	<i>Advertising/Program Sponsorship</i>	Lyle Hallman Pool	
Sport - Aquatics	<i>Advertising/Program Sponsorship</i>	Breithaupt Pool	
Sport - Aquatics	<i>Advertising/Program Sponsorship</i>	Forest Heights Pool	
Sport - Aquatics	<i>Advertising/Program Sponsorship</i>	Harry Class Pool	
Sport - Aquatics	<i>Naming Rights</i>	Future Indoor Facility at RBJ Schlegel Park - Indoor Pool	
Sport - Aquatics	<i>Naming Rights/Program Sponsorship</i>	Wilson Pool	
Sport - Aquatics	<i>Naming Rights/Program Sponsorship</i>	Idlewood Pool	
Sport - Aquatics	<i>Naming Rights/Program Sponsorship/Advertising</i>	Kiwanis Pool	
Sport - Aquatics	<i>Program Sponsor</i>	Free Swimming	✓
Sport - Arenas	<i>Naming Rights</i>	Sportsworld Arena	
Sport-Golf	<i>Naming Rights</i>	Clubhouse - Doon Valley Golf Course	
Sport-Golf	<i>Naming Rights/Program Sponsor</i>	Practice Facilities - Doon Valley Golf Course	
Sport-Golf	<i>Program Sponsor</i>	Rockway Golf Course	
Arts and Creative Industry	<i>Program Sponsorship/Event Sponsor</i>	Public Art, ARTSPACE, Artist in Residence, Conrad Centre	✓

Other facilities and programs not listed may be added or considered in the future