



City of Peterborough Media Release

FOR IMMEDIATE RELEASE

June 6, 2017
Peterborough, ON --

City of Peterborough Offers Corporate Sponsorship and Leasing Opportunities of Proposed New Arena & Aquatics Complex

The City has issued a Request for Sponsorship and Leasing Opportunities (RFSLO) seeking local business and the broader corporate business sectors to consider opportunities to invest and receive benefits from the proposed new Arena & Aquatics Complex. The Complex will expand recreation and competitive sport programs and services in Peterborough.

Sponsorship and leasing opportunities offer businesses and brands the ability to communicate, engage and provide services to the hundreds of thousands of annual visitors that will walk through the doors of the complex. The full RFSLO document is available at www.peterborough.ca/tenders.

Proceeding with the new Arena & Aquatics Complex is still subject to City Council's final budgetary approvals later this year.

The ability of City staff to identify options that include local and corporate business support for this new facility will be a key element to moving the project forward. City staff are also keen to work with local stakeholder organizations and service clubs who are equally interested in a new facility to support their community programs and recreational sport interests.

More information about the City's Corporate Sponsorship Program is available at www.peterborough.ca/Business/Sponsor_Peterborough.htm.

For businesses or corporations seeking more information about why to invest in the City of Peterborough, please visit Peterborough Economic Development at peterboroughed.ca/why-peterborough/.

This information is also available on the City of Peterborough website www.peterborough.ca.

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For further information please contact the undersigned:

Scott Elliott
Corporate Sponsorship Coordinator
Corporate Services
City of Peterborough
500 George Street North
Peterborough, ON K9H 3R9

Phone: 705-742-7777, Ext 1879
Toll-Free: 1-855-738-3755, Ext 1879
selliott@peterborough.ca