



2025

CITY OF BRAMPTON SPONSORSHIP AND NAMING RIGHTS

Discover a wide variety
of partnering opportunities



BRAMPTON



GROW WITH BRAMPTON

The City of Brampton offers a wide variety of sponsorship and naming rights opportunities geared towards helping grow your business and make an impact in your community.

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To learn more, visit www.brampton.ca/sponsorship
Contact us: sponsorbrampton@brampton.ca

WHY BRAMPTON

Brampton is where diversity thrives, youth are empowered, safety is paramount, and sustainability is embraced.

The City of Brampton is the fastest-growing of Canada's 25 largest cities. It is a multicultural community of nearly 700,000 people from 250 different cultures speaking 171 languages. We are focused on residents' health and well-being, and are prioritizing nurturing and protecting our environment for a sustainable future. Brampton boasts more than 9,000 acres of parkland, 850 parks, many recreational amenities, open spaces, and trails. Maclean's magazine recognized Brampton as one of Canada's Best Communities 2021.



REACHING KEY CONSUMER DEMOGRAPHICS



Population

656,480

37.5
Years old
average age

53%
Born outside
of Canada

80%
Brampton residents
identify as visible
minorities



250
Diverse
cultures



171
Languages
spoken



\$124,500
Average
Household
Income



55% Have
post-secondary
education

9th Largest and among
the fastest growing
cities in Canada

4th Largest city
in Ontario



Demographics based on the 2021 Canadian Census

BENEFITS OF SPONSORSHIP WITH THE CITY OF BRAMPTON

Revenue received from Sponsorship and Naming Rights offset the City's operational costs, fund facility improvements and help support community programs.

WHAT IT MEANS TO BE A SPONSOR

- Alignment of opportunities between City initiatives and your key areas of impact / CSR values
- Building and enhancing a positive brand reputation and strengthening your relationship with residents

Our Sponsors receive unique benefits and the opportunity to:



City-wide brand promotion

54,000+ 

41,200+ 

30,000+ 

30,900+ 

Increase city-wide brand awareness and reach key demographics through various marketing opportunities on City assets including:

- City website
- Email
- Digital screens
- Social media
- Transit ads

1,000,000+

Monthly COB website traffic

184,000+

Recreation email database subscribers



Community connection

Build social connections with residents and create community impact through:

- Unique brand activations at community events



2024 AWARD RECIPIENTS

Each year, we honour companies whose sponsorships significantly impact the city in six categories.

Congratulations to our 2024 recipients!

Environment & Sustainability:



Community Leadership:



Youth Empowerment:



Business Mentorship:



Community Impact:



Healthy Communities:



2024 Award Winners

ENVIRONMENT & SUSTAINABILITY

We are focused on nurturing and protecting our environment for a sustainable future.



PROGRAM / EVENT	DATE
 Recreational Trails	Year-round, 5-yr commitment
Community and Pollinator Gardens	Year-round, 3-yr commitment
Seedy Saturday and Garden Show	March
Backyard Gardens	March - August
Parks Cleanup Program	April 1 - November 1
 Environmental Celebrations	April & June

PROGRAM / EVENT	DATE
 Residential Tree Giveaway	September
Pollinator Week	June
Brampton Tree Month & Tree Planting	September
Naturalization Program	Year round



SPONSORSHIP SUPPORTS the ongoing and increasing maintenance costs of the trail. It can also bring new amenities to the sponsored portion of the trail, including branded benches, bike repair kits and more!



SPOTLIGHT ON RECREATIONAL TRAILS

The City of Brampton is committed to advancing active transportation—walking, cycling, and other human-powered travel—as a cornerstone of sustainable and vibrant communities. These modes of travel not only enhance health and well-being but are also cost-effective, space-efficient, and equitable solutions that improve air quality and help reduce climate impacts.

Sponsors have the opportunity to conduct staff volunteer clean-ups on the sponsored portion of the trail.

The City's trail system is made-up of more than 67kms of signed and paved recreational trails giving sponsors the opportunity to support active and healthy living in the neighbourhood of their choice.

TRAIL

Etobicoke Creek Recreational Trail (19.5 Kms)

Chinguacousy Recreational Trail (9 Kms)

Don Doan Recreational Trail (11 Kms)

Fletcher's Creek Recreational Trail (7.9 Kms)

Esker Lake Recreational Trail (8 Kms)



 SPOTLIGHT ON

RESIDENTIAL TREE GIVEAWAY

In celebration of Brampton Tree Month in September, Brampton residents can register to receive a free tree to plant on their property.

Trees on private property provide many benefits to residents, including reducing energy bills through shading from sun and protection from cool winds, reducing air and noise pollution, improving property value, and being aesthetically pleasing.

The planting and care of trees on residential properties is an important part of maintaining and improving **Brampton's urban forest**. The **One Million Trees Program** identifies residential trees planting and care as an important consideration to achieving the goal of planting one million trees by 2040.



4,700+

Trees distributed to residents since launch of the program in 2021



1M+

Trees planted by 2040



 SPOTLIGHT ON

ENVIRONMENTAL CELEBRATIONS

Environmental celebration days are hosted by the City to build awareness and encourage action to protect our planet. From tree plantings, children's activities, information booths, live entertainment and more, these interactive events highlight local environmental initiatives, foster a sense of community, and encourage both individual and collective action towards environmental stewardship. They are typically held to correspond with Earth Day (April) and World Environment Day (June).



SPONSORSHIP SUPPORTS the Residential Tree Giveaway by helping to offset the cost of the trees given away to residents for free.



SPONSORSHIP SUPPORTS the City provide the events and programs at no cost to residents and aligns your brand with environmental stewardship.

INCLUSIVE COMMUNITIES: EVENTS

We are dedicated to promoting cultural diversity, fostering cross-cultural understanding, and supporting artistic expression and production. Throughout the year, Brampton showcases a variety of vibrant events and activities that celebrate our community's rich cultural tapestry.



PROGRAM	DATE
Black History Month	February
International Women's Day	March
Seniors Dinner & Dance	March / September / December
Heritage Celebration Months*	January / March / April / June
Celebrate Ramadan	April
National Youth Week	May
National Accessibility Week	May/June
Pride Brampton	June

Seniors Springfest	June
Emancipation Day/Jambana	August
Black Youth Leadership Conference	August
 Garba	September
Diwali	October
Dismantling Anti-Black Racism Conference	November

*Lunar New Year, Tamil, Irish, Italian Heritage Month, Journey to Freedom Day, Halo-Halo



SPOTLIGHT ON

GARBA

Experience a night of culture and transport yourself to the heart of Gujarat with the traditional dance, music and tastes of India. Come dressed in your finest Garba attire and immerse yourself in music with performances by local and international artists.

Garba is a traditional dance that originated in Gujarat, India and is known for its lively, joyful style of dance, colourful clothing and energetic music. Whether you're an experienced dancer or new to garba, everyone is invited to enjoy the rich culture and vibrant traditions of India.

In 2024 over 7,000 residents participated in the city's Garba hosted at Chinguacousy Park.



SPONSORSHIP ENABLES the City to deliver high-quality and empowering events that celebrate Brampton's rich cultural diversity, and that are free and accessible to all residents.

INCLUSIVE COMMUNITIES: PROGRAMMING



PROGRAM

DATE

 Active Assist	Year-round
 Newcomers Bus Tour	August, December
 Inclusive Programming	Year-round



SPONSORSHIP SUPPORTS increased access to recreational programs for Brampton residents living with disabilities by funding operational costs such as: program supplies and equipment; special events, day trips, and guest speakers; innovative programming and subsidized programming.

SPOTLIGHT ON

INCLUSIVE PROGRAMMING

The City of Brampton is committed to providing recreational experiences to all by providing a wide variety of accessible recreation programs, inclusive camps, and events for kids (as young as 3), teens and adults living with a disability.

- Inclusive Camps - March Break, Summer and Winter Holidays
- Drop-in DJ Dances for Teens and Adults
- Accessibility Sports Week
- Health, Wellness & Accessibility Information Fair highlighting accessible community services

SPOTLIGHT ON
ACTIVE ASSIST

Active Assist is a fee subsidy program offered by the City of Brampton, designed to help low-income families and individuals in Brampton participate in Recreation programs.

IN 2024



1,500

Families supported



6,000

Individuals supported



\$2M

Subsidy allocated



SPONSORSHIP ENSURES all youth have access to important recreational programming opportunities, by covering the cost of their participation throughout the year.



SPOTLIGHT ON
NEWCOMER BUS TOUR

The City of Brampton, in partnership with the Brampton Library, offers two newcomer bus tours each year in August and December.

The three-hour tours are part information sessions and part sightseeing excursions, taking residents on a special route to city hall, parks and libraries — making pit stops all along the way.

The tour is conducted in multiple languages such as English, Hindi, Punjabi and Urdu.



ACTIVE & SAFE COMMUNITIES

Brampton is home to more than 25 recreation centres, offering programs for all ages and interests. In 2024, our top seven facilities saw over 7.2 million visitors walk through our doors. We offer trusted programs to over 140,000 residents.



We continue to expand our services by offering new programs and ways for residents to recreate, including cricket programs and a mobile recreation program.

Be part of the movement in our city that creates community connections, promotes overall wellbeing, and gets residents active and healthy!

STAYING ACTIVE	DATE
 Golf	April - October
Free Swims and Skates	Summer, Winter
 Free Youth Drop-in Sports	Year-round

Brampton Sports League (Adult)	Year-round
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 Youth Cricket League	Spring, Summer
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Family Day	February
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COMMUNITY SAFETY	DATE
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Emergency Preparedness Awareness Week	May
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Fire Prevention & Carbon Monoxide Week Campaigns	October and November
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WELL BEING AND QUALITY OF LIFE	DATE
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 My Neighbourhood Art Project	Year-round
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 **SPOTLIGHT ON**
YOUTH CRICKET LEAGUE

The City launched its first Youth Cricket League in summer 2024 targeted to youth aged 6 to 15. Spanning nine weeks throughout the summer, the league is comprised of six teams of 15 per age group allowing for 270 youth to participate in the league.

To support the league the City also opened two new cricket fields designed specifically for youth, with plans for further expansion. 2025 will see an expansion of the league for longer playing seasons with the introduction of a spring season.



**BRAMPTON
SPORTS LEAGUE**



SPONSORSHIP SUPPORTS providing an immersive cricket experience for youth of all backgrounds and skill levels with funds going towards operating the league including providing uniforms to all participants.



 **SPOTLIGHT ON**

FREE YOUTH DROP-IN SPORTS

Free youth drop-in sports programs take place after school between 3pm - 5pm at multiple recreation centre locations throughout Brampton.

This program allows youth to come together year-round in a safe and welcoming space to engage in sport with their friends and other youth within their schools and community.



multiple locations



11,000+
Youth attended drop-in programs in 2024

 **SPOTLIGHT ON**

MY NEIGHBOURHOOD ART PROJECT

The My Neighbourhood Art Project engages five neighbourhoods each year in co-creating public artworks.

Artists lead workshops tailored to local interests, with ideas and artwork from these sessions inspiring larger pieces. This collaborative program fosters meaningful neighbourhood-level arts engagement, enhancing community well-being and connectedness.



SPONSORSHIP FUNDS the cost of offering the FREE Drop-in program. Without the support of sponsors there is a fee to participate in the Drop-in programs.



SPONSORSHIP IMPACT: Partnering with Brampton on the My Neighbourhood Art Project aligns your brand with meaningful neighbourhood beautification through temporary public art projects.



BRAND EXPOSURE



25,000
Score Cards
(printed annually)



70,000+
Website views
(annually)



35,000+
Annual Golfers

 **SPOTLIGHT ON**

PEEL VILLAGE GOLF COURSE

Located in the heart of Brampton, Peel Village Golf Course Course is a challenging 9-hole course constructed within a 67-acre flood plain surrounding the Etobicoke Creek. The Golf Season runs from April 1 to November 1 annually.

Featuring a mix of tree-lined dog-legs, water hazards, sand traps, elevated tee boxes and greens, Peel Village Golf is the ideal 9-hole course.



SPONSORSHIP of Peel Village Golf Course establishes a prominent brand presence throughout the grounds

- Multi-platform marketing during the golf season
- On-site displays and activations
- Golf cart ads and hole sponsorship



FESTIVALS & EVENTS

**BRAND EXPOSURE,
COMMUNITY ENGAGEMENT,
DIVERSE AUDIENCE**



FESTIVALS & EVENTS

The City hosts special events and festivals throughout the year that celebrate our diversity, encourage civic pride, and highlight Brampton as an arts and culture city.



We focus on promoting creative talent by showcasing local and national artists on our stages. Our event activities are produced by Brampton-based community groups, and our local food vendors feature an array of global flavours.

PROGRAM	DATE	ATTENDANCE
Bunny Eggscitement	April	8,100+
Movies Under the Stars	June - August	6,000-13,000 (weather dependent)
 Farmers' Market	Saturdays, June to October	4,100+ per week
 Garden Square Summer Series	June - August	5,500+

PROGRAM	DATE	ATTENDANCE
Canada Day	July 1	50,000+
 Culture Days	September	100+ events
Fright Nights	October	33,000+
Winter Lights Festival	November	10,000+
New Year's Eve	December 31	5,000+



 **SPOTLIGHT ON FARMERS' MARKET**

The Brampton Farmers' Market brings residents and visitors together in the Downtown each Saturday June to October to shop from local farmers' and diverse vendors from 8am to 1pm.



40+
Market vendors



70,000+
Visitors (2024)



SPONSORSHIP ENHANCES the experience for both vendors and visitors at the market, elevating the overall quality of the event. The complimentary Farmers' Market bags distributed to attendees are made possible through the generous support of our sponsors.

 **SPOTLIGHT ON GARDEN SQUARE**

Garden Square's summer celebrations draw visitors from Brampton and beyond.

With dynamic programming showcasing the vibrant and diverse local arts and culture scene, the heart of downtown Brampton pulses with an irresistible energy and electric community spirit.

From May to October, the Square becomes a weekly destination featuring Brampton On Stage performances, free concerts, Saturday Night Movies under the stars, bustling Farmers' Markets, unique festivals and events, and more.





 **SPOTLIGHT ON**
CULTURE DAYS

3 weeks 100+ free events

Running annually from late September to early October, Culture Days is Canada's largest celebration of arts and culture, offering a nationwide series of free events, presentations, workshops, and performances.

Brampton proudly showcases local artists, writers, performers, creatives, and arts organizations during this vibrant celebration.



PERFORMING ARTS

Celebrate Brampton's unique cultural identity and creative vibrancy by partnering with the arts. Align your brand with a bold vision of artistic excellence at our premier venue – The Rose Brampton.

From captivating feature performances, to spotlighting local talent with This is Brampton, enriching young minds through Arts Adventures, and delighting audiences with beloved family productions, your brand can be at the forefront, fueling unforgettable experiences that shape Brampton's cultural legacy.



PROGRAM

DATE

 Brampton On Stage Season Sponsor	Year-round (announcements in Spring and Fall)
 Heartbeats Intern & Co-op Program for Black & Indigenous Youth	January - June
 Education Series - Arts Adventures	September - May
 Lifelong Learning: Centre Stage	November - April
 This is Brampton: Series Sponsor	September - May





 **SPOTLIGHT ON**
THE ROSE BRAMPTON

**BRAMPTON
ON
STAGE**

The Rose Brampton shines year-round with enriching, interactive experiences for audiences of all ages. From captivating theatre and electrifying concerts to side-splitting comedy and mesmerizing dance, The Rose has it all.

The state-of-the-art performing arts venue, known for its acoustical brilliance, features an 868-seat Mainstage and an intimate 100-seat Studio, making it the perfect setting for any event.



850+
Seat theatre

1M+
Potential Impressions



25,000

brochures distributed per year plus substantial digital distribution



31,000

E-newsletter Subscribers (monthly distribution)



80,000+

Attendees annually and walk-through traffic



SEASON SPONSORSHIP gives you the opportunity to invest in Brampton's civic and artistic communities, ensuring we can continue to offer exceptional artistic experiences that are accessible to everyone in Brampton - and beyond.



SPOTLIGHT ON CENTRE STAGE

Centre Stage is a free masterclass series designed to empower young artists, ages 12-18, from Brampton and surrounding areas. Participants receive professional development, mentorship, and a platform to showcase, elevate, and refine their skills.

Through monthly workshops led by top industry professionals, participants build confidence, enhance their performance abilities, and nurture their creativity. Whether aiming for a career in the arts or seeking new challenges, Centre Stage offers a chance for youth to step into the spotlight and shine.



The program was a great experience... I left with a family I will never forget. Centre Stage is a very good program for artists looking for opportunities to let their art blossom and become something big.

- Alana Kubu, Participant, 2023



SPOTLIGHT ON

BRAMPTON ON STAGE: SEASON SPONSOR

Brampton On Stage showcases over 100 performances per year across theatre, music, dance, festivals, and comedy at The Rose Brampton Mainstage and Studio, Cyril Clark, and throughout Brampton.



SPONSORSHIP IMPACT: Partnering with Brampton On Stage aligns your brand with Brampton's premier performing arts scene, engaging audiences with artistic excellence and unforgettable cultural experiences.



SPONSORSHIP ALLOWS the program to be offered for free by supporting professional artist fees for workshops and training and supports costs for the final stage performance, including recognition awards for participants.



 **SPOTLIGHT ON**
ARTS ADVENTURES

Arts Adventures provides a full school year of captivating, educational performances for students, designed to inspire, educate, and entertain.

Each show connects to the curriculum, with most offering Study Guides filled with activities and resources to extend the learning beyond the performance.

 **SPONSORSHIP PROVIDES** accessible ticket pricing and busing, allowing school groups to attend.

 **SPOTLIGHT ON**
HEARTBEATS INTERN & CO-OP PROGRAM
FOR BLACK AND INDIGENOUS YOUTH

This educational program is designed to celebrate and elevate Black and Indigenous youth, offering professional development and mentorship opportunities that pave the way for future careers in the arts. Through the program, participants gain leadership skills, access to industry mentors, and valuable cultural insights that help shape the next generation of leaders in the arts.

 The program is incredibly valuable to Black and Indigenous youth because it allows them to work with mentors who share their cultural experiences and are dedicated to helping them achieve their artistic dreams. You feel safe, welcomed, and supported—everything an artist should experience.

- Zada Mills, Heartbeats Alumni, 2023

 **SPONSORSHIP ENHANCES** the program by providing essential resources and connections for these young artists to thrive.

BRAMPTON TRANSIT



40M+
Riders Annually

Servicing an average of 40+ million riders annually, our transit system is the main artery to connect Brampton residents to their destinations.

As the city continues to grow, our public transportation programs grow with it.

PROGRAM	DATE
Customer Appreciation Week	September
 Brampton Youth Pass	Summer
Canada Day Shuttle	July 1st
Ride Free New Year's Eve	December 31st





 **SPOTLIGHT ON**

EXPLORE BRAMPTON YOUTH PASS

The Explore Brampton Youth Pass provides 2,500 youth aged 12 to 16 free access to Brampton Transit and Recreation selected drop-in programs during the summer months from Canada Day to Labour Day. The application process supports vulnerable youth.

The free pass improves access to recreation centres by eliminating transportation and program costs, engaging youth in activities that support lifelong healthy habits. It also exposes youth to public transit, an environmentally friendly mode of transportation.



SPONSORSHIP IMPACT: Partnering on the Explore Brampton Youth Pass aligns your brand with a meaningful initiative dedicated to empowering youth.

BRAMPTON ENTREPRENEUR CENTRE (BEC) +CO-WORKING

41 George Street South

Located in a spacious storefront co-working space designed to fuel creativity and productivity, we're dedicated to helping small business owners and entrepreneurs succeed in today's ever-changing business market. Whether opening a business, formulating a business plan or undergoing change in an established business BEC has the expertise to help propel ideas forward.

6000+  **756** Consultations
Inquiries (January to June 2024)

BEC hosts frequent seminars and offers business plan reviews and consultations with advisors at no cost to local entrepreneurs and innovators.

Sponsorship Opportunities include:

PROGRAM	DATE
Entrepreneur Zone @ Library	Monthly
Female Founder Night	Every other month starting January
Male Founder Night	Every other month starting January
Brampton Ignite - Networking Group	Every other month starting February
Small Business Month	October
Sound Proof Phone Booth	Year Round



FACILITY NAMING RIGHTS

Naming Rights offer unparalleled brand exposure and represent a significant opportunity to give back to the community. The City reinvests the fees from Naming Rights back into the facility, while renaming a venue generates millions of impressions through both drive-by and walk-through traffic, ensuring lasting visibility in one of the GTA's fastest-growing cities.



10-year commitment required. Opportunity availability subject to change.

FACILITY

Balmoral Recreation Centre *Newly renovated*

Brampton Gateway Terminal

Century Gardens Recreation Centre

Century Gardens Youth Hub *New facility under construction*

Creditview Sandalwood Park

Embleton Community Centre *New facility to be constructed*

Garden Square

FACILITY

Gore Meadows Community Centre

Howden Recreation Centre *New facility under construction*

Riverstone Recreation Centre

Victoria Park *New facility to be constructed*

Williams Parkway Fire Campus Training Centre

Brampton Gateway Terminal



NEW FACILITIES COMING SOON!

Century Gardens Youth Hub

2025 Anticipated completion



Newly Renovated Balmoral Community Centre



Embleton Community Centre





AMENITY NAMING RIGHTS

Great Gulf Cricket Pitch at Teramoto Park 3-year naming rights renewed to 2027



AMENITY NAMING RIGHTS

3-5 Year Commitment

AMENITY	LOCATION
Studio II	Rose Theatre
Youth Hub	Susan Fennell, Gore Meadows
Rinks	Susan Fennell, Cassie Campbell, Century Gardens Earnscliffe and others
Gymnasium	Cassie Campbell, Save Max Sports Centre and Balmoral
Cricket Pitch	Gore Meadows, Batsman and Creditview Sandalwood
Tape Ball Pitch	Chris Gibson
Soccer Field	Save Max Sports Centre
Dome	Save Max Sports Centre
Outdoor Rink	Gore Meadows, Chinguacousy Park



ADVERTISING OPPORTUNITIES

COMMUNITY CENTRE DIGITAL ADVERTISING PROGRAM

Advertising is available on digital screens in the following locations:

- Cassie Campbell Community Centre
- Gore Meadows Community Centre
- Paul Palleschi Recreation Centre (formerly Loafer's Lake)
- Riverstone Community Centre
- Save Max Sports Centre
- Susan Fennell Sportsplex
- Chinguacousy Wellness Centre
- Century Gardens Recreation Centre
- Balmoral Recreation Centre



ARENA RINK BOARD ADVERTISING

Increase your brand presence in the Brampton community with arena board advertising, where your ad has permanent presence.

Arena advertising is available in the following locations:

- Cassie Campbell Community Centre Rink 2
- Century Gardens Recreation Centre Rink 1,2
- Earnscliffe Recreation Centre Rink 1, 2
- Gore Meadows Outdoor Rink
- Greenbriar Recreation Centre
- Jim Archdekin Recreation Centre
- Memorial Arena
- Susan Fennell Sportsplex Rink 1,2
- Terry Miller Recreation Centre

Your advertising dollars go directly back to Recreation to support facility operations and programming for local residents.

Details and pricing available at: www.brampton.ca/advertising

THANK YOU TO OUR 2024 SPONSORS

Thank you to all our City of Brampton Sponsors whose support brings enhanced services, programs and experiences to the community.



- 407 ETR
- Amica
- Ability Home Care
- Alectra
- Altitude Accelerator
- Amazon
- Argo Development
- Attrell Toyota
- Bioped
- Brampton Venture Zone
- CAA
- Canon
- Coke Canada Bottling
- Domino's Pizza
- The Daniels Corporation
- Great Gulf
- Harvey's
- Loblaw
- Maple Lodge Farms/ Zabhia
- Halal
- Mattamy Homes
- McDonald's
- Meridian Credit Union
- Metrolinx
- Metro/Food Basics
- MNP
- National Homes Brixen
- Newton's Grove
- Northwest Lexus
- Paradise Developments
- Performance Auto Group
- Performance Kia Brampton
- Quantum Arc Solutions
- RBC
- Rogers Cybersecure Catalyst
- SEW Eurodrive
- Scotts Canada
- Sheridan
- Triple M Metals
- Venvi
- Wee Watch

GROW WITH US



 **BRAMPTON**

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