

Photo is artist concept - final finishes may vary



BUILDING BETTER FOR THE FUTURE



HONEYWOOD

www.myhoneywood.ca

OUR IMPACT, OUR FUTURE

Without our efforts there is no building.

Without a local facility or community centre there is a high probability that our children and grand children will grow up without access to programs that improve their mental and physical health and all-around well being. A community centre can inspire positive, social experiences that foster meaningful relationship and connections. This emotional support network is more than just updating a building, it is creating a sense of belonging.

Our actions or inaction will have a profound impact on future generations. We need to think beyond today and create a community that we want. A community that is a destination for people to gather, play, share, and celebrate. We need to continue the legacy, the resilience and historic community spirit of the North Dufferin Community Centre and breathe new life into the Honeywood Arena.



BUILDING BETTER FOR THE FUTURE

Vision

We envision a future where Honeywood is a community hub, the centre of celebration that sparks greatness and inspires future leaders. It is a place to create great memories for the young and young at heart.

Inspire a sense of belonging for future generations.

There has been over 100 years of skating, baseball, weddings, memorials, and event history in Honeywood and it's now time to think about the next 100 years and create a space for many new and different needs and active lifestyles.

Mission

Our goal is to raise \$10 Million in funds for a multi-phased approach over 5 years to fix, update and enhance the existing Honeywood Arena to create a renewed multi-generational sports, health and wellness destination to make the lives of our community better.

Building better for the future.

Purpose

Making a commitment to community.



Stages of Transformation

Launch



Website with Donation mechanism through Canada Helps.
New Ice Pad.
Repair Roof.

Addition



Build new and proper change rooms and provide girls with equal and equitable opportunities to play and celebrate.

Accessibility



Build and install elevator lift to Norduff Room and create safe family spaces.

Legacy



Update exterior facade and landscape for multi-generational improved community living.

Better Future



More than just hockey, a community hub for future generations.

BUILDING WITH HEART!

Over a hundred years ago, the Honeywood Arena was first built as a place for families to skate and for neighbors to catch up during the winter months. As the community grew, funds were raised to build a “real” arena, which hosted games and tournaments, becoming a hub of activity. Tragically, the arena burnt to the ground in 1965, but the community came together to rebuild it. Over the past 60 years, this new arena became a place to gather, celebrate, and dream, with some local kids even going on to play in the NHL.

Now, the building has aged and requires extensive repairs. It’s time to re-envision the heart of the community and come together once more. Let our actions inspire our children, and let this moment be an important part of our history. Join us and be part of something special. This is my Honeywood.

We have a wide range of sponsorship and naming opportunities available, tailored to suit various levels of engagement and visibility. By sponsoring our initiatives, your company can benefit from:

1. **Community Commitment:** Show your dedication to the local community by supporting initiatives that bring people together and promote a strong sense of belonging.
2. **Employee Involvement:** Encourage your employees to participate in community efforts, enhancing team spirit and morale.
3. **Promotions and Visibility:** Gain exposure for your brand through various community-focused efforts, reaching a diverse and engaged audience.

Our sponsorship package provides detailed information about each opportunity, including descriptions, sponsorship levels, and the associated rights and benefits. We are confident that our initiatives offer a unique platform for your company to gain positive exposure and strengthen its presence in the community.

We look forward to discussing how we can work together to create a successful partnership. Please feel free to contact me directly at to learn more about our sponsorship opportunities or to schedule a meeting.

Thank you for considering this opportunity to support the Township of Mulmur. Together, we can make a significant impact on our community.

My Honeywood Campaign Cabinet

follow us on Facebook

email us at myhoneywood@mulmur.ca



Photo is artist concept - final finishes may vary



HISTORY IN THE MAKING

The JDC Custom Home's rendering of the proposed hockey arena features a sleek, modern design with energy-efficient glass facades and a welcoming entrance. Inside, it includes a full-size ice rink, proper new change rooms for the girls including accessible facilities, ensuring equal and equitable opportunities to play and celebrate.

The multi-purpose spaces and surrounding landscaped areas provide room for community events and recreation, making the arena both a sports hub and a vibrant gathering place for all.



HONEYWOOD

www.myhoneywood.ca Building Better For the Future



COMMUNITY ROOM

(Naming Opportunities Available)

There has been over 100 years of weddings, memorials, birthday parties and event history in the Norduff Room and it's now time to think about the next 100 years and create a space for many new and different needs and active lifestyles.

Youth sports, such as hockey and figure skating, play a vital role in the development of young people, both physically and mentally. These activities promote physical fitness, helping kids stay active and healthy while teaching essential life skills like teamwork, discipline and perseverance. Participation in sports also fosters confidence, social connections and a sense of accomplishment, as children work towards goals and overcome challenges. Beyond the rink, the lessons learned from sports, including time management, leadership and resilience, can positively impact academic performance and future endeavors. Youth sports provide a fun, engaging way to build character and lifelong values.



2024



Phase 1

\$1,700,000

Ice Surface Replacement, Norduff Room Ceiling and Roof

2027



Phase 2

\$4,000,000

Southern Addition
(Changerooms, Bathroom, Viewing Area, septic relocation)

2028



Phase 3

\$200,000

Accessibility Elevator

2029



Phase 4

\$2,000,000

Lobby, Community Room, Facade

2030



Phase 5

\$1,800,000

Infrastructure, Zamboni space, Ice Making Machine

2031



Phase 6

\$300,000

Parking, Landscaping, Outdoor Amenities

Phase	Capital Project	Estimate	Running Total	Target Dates
1	LAUNCH Ice Surface Replacement, Norduff Room Ceiling and Roof	\$1,300,000 \$400,000	\$1,300,000 \$400,000	2024 2025
2	ADDITION Southern Addition (Changerooms, Bathroom, Viewing Area, septic relocation)	\$4,000,000	\$5,700,000	2027
3	ACCESSIBILITY Elevator lift to Norduff Room, safe family spaces	\$200,000	\$5,900,000	2028
4	ACCESSIBILITY & INCLUSION Lobby, Community Room, Facade	\$2,000,000	\$7,900,000	2029
5	LEGACY Infrastructure, Zamboni space, Ice Making Machine	\$1,800,000	\$9,700,000	2030
6	LEGACY Parking, Landscaping, Outdoor Amenities	\$300,000	\$10,000,000	2031



Sponsorship & Advertising Opportunities

The Honeywood Arena is offers a range of sponsorship opportunities for businesses looking to enhance their visibility in the community.

Facility and Community Room

Naming Rights: Options Available.

- Premium exposure as the facility's title sponsor.
- Affordable and visible branding space.

Dressing Room Advertising: \$2,000 per year

- (6 available).
- Personalized sponsorship of dressing rooms.

Rink Board Advertising: \$800 per year.

Brand featured prominently around the rink.

Wall Board Advertising:

- 4' x 4': \$300 per year
- 4' x 8' sign: \$500 per year
- Brand featured prominently around the rink.

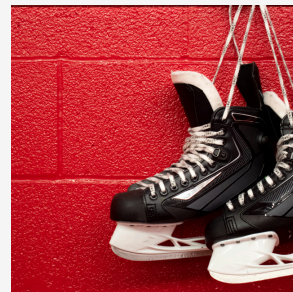
Zamboni Advertising: \$2,000 per year

- High visibility during each game or event.

Logo Under the Ice: \$2,000 per year

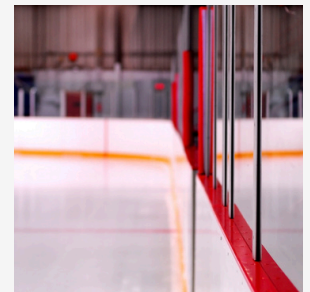
- Unique, eye-catching branding.

Time Clock Advertising: \$2,000 per year



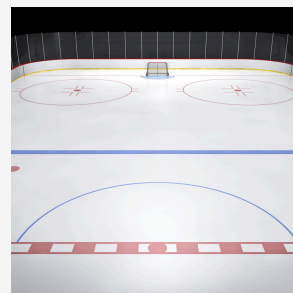
\$2,000

Dressing Room



\$800

Rink Board Advertising



\$2,000

Under Ice Logo



\$300-500

Wall Signs



\$2,000

Zamboni



\$2,000

Time Clock

We want to celebrate your gift!

To recognize the generosity of our donors, we offer a variety of benefits which include feature articles and acknowledgement in the Township publications, press releases, invitations to donor recognition events and permanent recognition on the donor wall at the Honeywood Arena. Our Donor Wall, will be located in the main lobby of the Honeywood Arena to recognize donors whose cumulative giving exceeds \$5,000.

Donation

\$100 - \$999 Level

- Personalized Thank-You
- Supporter wall on Canada Helps

\$1,000 - \$4,999 Level

- Recognition once per year in the Township Newsletter
- Social Media Shout-Out: Recognition on the arena's social media platforms.

\$5,000 - \$24,999 Level

- Recognition on the Donor Wall at the Honeywood Arena
- Social Media Shout-Out: Recognition on the arena's social media platforms.
- Article in the Mulmur Newsletter (if desired)

\$25,000 + Level

- Recognition on the Donor Wall at the Honeywood Arena
- Social Media Shout-Out: Recognition on the arena's social media platforms.
- Article in the Mulmur Newsletter



of Facebook Followers: **1,100**



of Instagram Followers: **791**



#X: **997**



#Newsletter: **1,326**

Support completion of the expansion and promote positive health for our community through a charitable donation. All donations over \$25 will receive a charitable tax receipt. All donations over \$500 dollars will be recognized on our donor wall inside the facility.

Types of donations include:

- Pre-authorized monthly giving
- Donations in memoriam
- Donation in celebration of a birthday, anniversary, or other special occasions
- A planned gift (for example, a will, tangible assets, a beneficiary of RRSP, RRIF or life insurance policy)





HOST A FUNDRAISING EVENT

Businesses, service clubs, and community members are vital in funding the essential renovations. There are numerous ways for you to get involved!

Community Event

- Fashion shows
- Talent shows
- Car washes
- Barbeques
- Garage sales
- Theatre/concerts
- Book sales
- Craft shows
- Art auctions
- Tournaments
- Game nights
- Walk/run/bike events
- Bottle drives

Corporate Event

- Dress-down days
- Proceeds from holiday parties, birthdays, anniversaries
- In Honour donations for special occasions
- Designate a certain percentage of company sales or services – for a week, month, or another appropriate time frame – to the Honeywood Arena
- Grand Openings
- Gala/Silent Auctions
- Ask customers to “Round up” to the nearest dollar
- Create a "Donor Wall" or "Name Board."
- Donors can contribute to a the cause and have their names displayed publicly, usually on a physical board or a digital display by selling hockey sticks, pucks or stars.



STEPS TO A GREAT EVENT



First Things First

- Brainstorm
- Create your committee
- Set a fundraising goal
- Set a date



Tell Us About It

- Complete our 'Host an Event' form
- Create A Budget
- Consider items such as:
 - Attendance
 - Cost of decorating
 - Printing



Plan Your Logistics

- Create a plan for your event and lay out all the steps you need to complete it
- Confirm your venue
- Apply for necessary permits & additional insurance if required
- Plan and acquire all event supplies & equipment
- Recruit Volunteers for each role:
 - Photographer
 - MC
 - Set Up & Tear Down
 - Check-in
 - AV
 - Food & Beverage
 - Other



Promotional Ideas

- Promote in community or company using newsletters, website, email and word of mouth
- Promote through local media, social media, posters, flyer and don't forget to mention @MyHoneywood
- Invite the Media
- Make a list of people who may want to attend your event
- Send out invitations by email, mail, social media
- Send out donation requests by email, social media



Fundraising Ideas

- Ask your company or other companies to match every dollar you raise or to make a company donation
- Invite a special guest to join you in your fundraising efforts to provide an incentive to reach your goal
- Ask! Ask! Ask!



Wrap Up and Thank You

- Send out thank you notes to sponsors, donors, volunteers and other organizers
- Collect outstanding pledges or donations
- Submit funds raised along with completed pledge forms for donations requiring receipts to



Township of Mulmur,
758070 2nd Avenue East
Mulmur, ON L9V 0G8



FUNDRAISE

Keys to Fundraising Success

1

Identify your WHY; why are you fundraising, why is it important to YOU?

2

Share your story! Use social media. Spread the word. Leverage your network. Tell everyone you know.

3

ASK! Many people do not give simply because they are not asked to.

4

Follow up...Follow up...Follow up!
Your supporters may need a reminder.

5

Host a fundraising event! Dinner, sale, a-thon, games night

6

Say THANK YOU! Make sure your donors know they are appreciated.



HOW TO RAISE **\$500** IN 7 DAYS

• DAY 1 •	• DAY 2 •	• DAY 3 •	• DAY 4 •	• DAY 5 •	• DAY 6 •	• DAY 7 •
Donate to yourself	Ask 3 family members to support you \$25	Ask 5 co-workers to donate \$20 each	Ask 5 friends to donate \$20 each	Ask your boss for a company contribution	Ask 5 neighbours to donate \$10	Ask 2 businesses that you support to support you for \$25
\$25	\$75	\$100	\$100	\$100	\$50	\$50

TOTAL: \$500



Collecting Funds

Cheque donations must be made out to Township of Mulmur. Cash donations should be sorted and counted and coins rolled.

Donations of \$20 or more are eligible for a charitable tax receipt but you **MUST** submit a list of all donors requiring one including:

1. Full name
2. Full street address (with postal code)
3. Email address
4. Amount Contributed

See included "Donation Form" for more information

*Funds collected through raffles, draws or 50/50 contests are not tax receiptable, nor are prize, silent and live auction or product donations or purchases. If you are hosting an event that collects sponsors, their donations are not tax receiptable if they are receiving sponsor benefits in return.



HOW WE CAN HELP

- Advice and expertise on event planning and fundraising
- Letter of support to validate the authenticity of an event
- Promotion of your event on myhoneywood.ca website
- An approved “My Honeywood” logo, with usage guidelines for your materials
- Create social media graphics for online promotion of event
- Arrange for staff and/or volunteers to attend and speak at events and cheque presentations – if appropriate
- Promotion for your event, logo and photos on social media.
- Charitable tax receipts, if applicable
- Donor recognition within the Arena (dependent on amount of funds raised)

Important



- We request that event proceeds are sent to the Township of Mulmur within 30 days of the event
- Event organizers are responsible for ensuring adequate insurance, obtaining all necessary permits and licenses for the event;
- The Township of Mulmur is not responsible for any damage, accidents to persons or property and will not assume any legal or financial liability

History in the Making

1912

Thomas Crawford built Honeywood's first rink.



1921

Under the weight of heavy snow, the roof gave way to collapse. Subsequently, the community resorted to utilizing an open-air rink constructed in the park for several years thereafter.



1948

\$91,000 was raised through a centennial celebration held at Honeywood. The community decides to build a new arena.



1949

The new arena opens before Christmas, with Ward Rabbitts serving as the icemaker. Ten years after its construction, the community celebrates with a mortgage burning party, marking the arena's financial freedom and continued success.



1961

Upstairs heated room was added, enhancing comfort during hockey games.



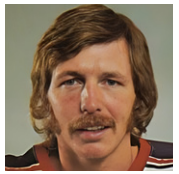
1965

In January, the arena burns to the ground due to a fire. In response, the first Beef Barbeque is organized to raise funds for rebuilding efforts. Over 1,300 people attend, showing tremendous community support. Construction begins shortly after, and the new arena opens before the end of the year.



1969

"Belting" Bert Wilson first laced up his skates at Honeywood Arena, and was later drafted by the New York Rangers. He went on to play for the Montreal Canadiens, Chicago Blackhawks, St. Louis Blues, Boston Bruins, Dallas Stars and Detroit Red Wings.



1980

Aaron Downey's upbringing was rooted in Honeywood, where he honed his skills in minor hockey under the Honeywood Minor Hockey Association. His talent caught the attention of scouts, leading to his eventual draft by the Detroit Red Wings and went on to win a Stanley Cup in 2008.



2024

Almost 60 years later, the arena requires significant renovations, including the replacement of the ice surface and roof. Upgrades are needed for accessibility, new change rooms, and a banquet hall to enhance the facility for the community.

EVENT NAME: _____ LOCATION: _____ DATE: _____

PARTICIPANT NAME: _____ EMAIL: _____

ADDRESS: _____ PHONE: _____

STREET ADDRESS: _____ CITY: _____ POSTAL CODE: _____

Donor First Name	Donor Last Name	Address	City	Postal Code	Phone #	Email	Amount Donated	Rec Y/N

If you wish to receive a charitable tax receipt, please **CLEARLY PRINT** your name, address and postal code. Only amounts of \$20 or more will be received.
 WE ARE COMMITTED TO PROTECTING THE PRIVACY OF YOUR PERSONAL INFORMATION. WE KEEP A RECORD OF YOUR INFORMATION FOR TAX RECEIPTING AND DONOR COMMUNICATION PURPOSES. OCCASIONALLY, WE MAY CONTACT YOU WITH INFORMATION ABOUT THE IMPACT OF YOUR DONATION. IF YOU DO NOT WISH TO RECEIVE THESE COMMUNICATIONS OR HAVE ANY QUESTIONS OR CONCERNS REGARDING THE PRIVACY OF YOUR PERSONAL INFORMATION, PLEASE EMAIL FOUNDATION@HEADWATERSHEALTH.CA - CANADIAN CHARITABLE BUSINESS #888697794RR0001

TOTAL AMOUNT COLLECTED \$ _____

Be a part of



DONATE TODAY

W W W . M Y H O N E Y W O O D . C A

HONEYWOOD

www.myhoneywood.ca Building Better For the Future

Youth sports, such as hockey and figure skating, play a vital role in the development of young people, both physically and mentally. These activities promote physical fitness, helping kids stay active and healthy while teaching essential life skills like teamwork, discipline and perseverance. Participation in sports also fosters confidence, social connections and a sense of accomplishment, as children work towards goals and overcome challenges. Beyond the rink, the lessons learned from sports, including time management, leadership and resilience, can positively impact academic performance and future endeavors. Youth sports provide a fun, engaging way to build character and lifelong values.



2024

2027

2028

2029

2030

2031



Phase 1

Phase 2

Phase 3

Phase 4

Phase 5

Phase 6

\$1,700,000

\$4,000,000

\$200,000

\$2,000,000

\$1,800,000

\$300,000

Ice Surface Replacement, Norduff Room Ceiling and Roof

Southern Addition
(Changerooms, Bathroom, Viewing Area, septic relocation)

Accessibility Elevator

Lobby, Community Room, Facade

Infrastrucuture, Zamboni space, Ice Making Machine

Parking, Landscaping, Outdoor Amenities



Phase	Capital Project	Estimate	Running Total	Target Dates
1	LAUNCH	\$1,300,000	\$1,300,000	2024
	Ice Surface Replacement, Norduff Room Ceiling and Roof	\$400,000	\$400,000	2025
2	ADDITION	\$4,000,000	\$5,700,000	2027
	Southern Addition (Changerooms, Bathroom, Viewing Area, septic relocation)			
3	ACCESSIBILITY	\$200,000	\$5,900,000	2028
	Elevator lift to Norduff Room, safe family spaces			
4	ACCESSIBILITY & INCLUSION	\$2,000,000	\$7,900,000	2029
	Lobby, Community Room, Facade			
5	LEGACY	\$1,800,000	\$9,700,000	2030
	Infrastrucuture, Zamboni space, Ice Making Machine			
6	LEGACY	\$300,000	\$10,000,000	2031
	Parking, Landscaping, Outdoor Amenities			



With Grant

Phase	Capital Project	Grant % Typical	Estimate	Running Total	Target Dates
1	LAUNCH Ice Surface Replacement, Norduff Ceiling and Roof		\$1,300,000	\$1,300,000	2024
			\$400,000	\$400,000	2025
2	EQUALITY Southern Addition (Changerooms, Bathroom, Viewing Area, septic relocation)	80%	\$800,000	\$2,500,000	2026
3	ACCESSIBILITY & INCLUSION Build and install elevator lift to Norduff Room and create safe family spaces	80%	\$40,000	\$2,540,000	2026
4	ACCESSIBILITY & INCLUSION Lobby, Community Room, Facade	80%	\$400,000	\$2,940,000	2027
5	LEGACY Infrastructure, Zamboni space, Ice Making Machine	80%	\$360,000	\$3,300,000	2028
6	LEGACY Parking, Landscaping, Outdoor Amenity	50%	\$60,000	\$3,360,000	2029

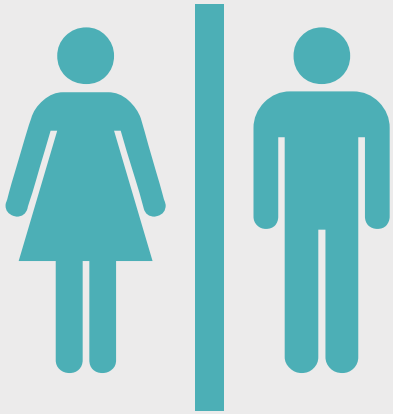


CONTACT
INFORMATION

THE HEART OF OUR COMMUNITY

OUR GOAL: \$10 MILLION

2025



Stage 1

\$5,000,000

EQUALITY

Build new and proper change rooms and provide girls with equal and equitable opportunities to play and celebrate

2026



Stage 2

\$2,000,000

**ACCESSIBILITY &
INCLUSION**

Build and install elevator lift to Norduff Room and create safe family spaces

H O N E Y W O O D

www.myhoneywood.ca Building Better For the Future



Township of Mulmur
758070 2nd Line East
Mulmur, ON L9V 0G8



705.466.3341



www.mulmur.ca



info@mulmur.ca

Community hosted events are a rewarding and effective way to give back and they are critical to the ability of the Township of Mulmur to support the priority needs of your hospital.
THANK YOU for your commitment to host an event on our behalf!

Please complete the form below to tell us about your Event and we will contact you with materials and see how we can help.

NAME OF EVENT: _____

NAME OF GROUP/BUSINESS PLANNING EVENT: _____

FUNDRAISING GOAL: _____

CONTRACT PERSON: _____

STREET ADDRESS _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

EMAIL: _____ PHONE: _____

PLEASE TELL US WHAT TYPE OF EVENT YOU ARE PLANNING - SALE, RAFFLE, 'A-THON', SPORTING EVENT, PARTY - SOME OF THE DETAILS AND WHAT INSPIRED YOUR TO GET INVOLVED.

WILL YOU NEED A LETTER OF SUPPORT? YES NO

For more information:

Please complete this application and submit for review at least 4 – 6 weeks in advance of your fundraising event.

Forward completed forms to:

Jennifer Shephard Communications Coordinator

T: 705.466.3341 ext. 234 E: jshephard@mulmur.ca



EXPENSES

Category	Projected \$	Actual \$	Notes
VENUE			
Rental			
Equipment Rentals			
Audio/Visuual			
Prizes			
DECOR			
Linens			
Lighting			
Signage			
Decorative Items			
Printing			
FOOD AND BEVERAGE			
Food			
Beverage			

REVENUE

Category	Projected \$	Actual \$	Notes
SPONSORSHIP			
Cash			
In-Kind			
TICKET SALES			
DONATIONS			

	INCOME	
	EXPENSES	
	VARIANCE	