



## NEWS RELEASE

# Niagara-on-the-Lake Launches New Advertising and Sponsorship Policy

For Immediate Release

November 20, 2025

The Town of Niagara-on-the-Lake has introduced a [new Advertising and Sponsorship Policy](#), approved by Council at the September 23, 2025, meeting, to guide all advertising and sponsorship activities. Standardizing advertising efforts marks another indicator of success completed under the [Council's Strategic Plan](#) pillar of Optimize Organizational Excellence.

The policy recognizes the important role commercial advertising and sponsorship play in supporting municipal programs, services, and community partnerships. It establishes clear standards and procedures to ensure all activities align with relevant legislation and Town policies.

“This is a fantastic opportunity for local businesses to connect with the community in new and visible ways,” said Lord Mayor Gary Zalepa. “By partnering with the Town, businesses are investing directly in the experiences that make Niagara-on-the-Lake such a vibrant place to live and visit.”

To support this initiative, the Town has launched a new [“Advertise With Us” webpage](#) that outlines available advertising and sponsorship opportunities. Local businesses and organizations can now easily explore and apply for a variety of options, including placements in the Community Guide, New Resident Guide, Arena Boards, Ice Resurfacer, Digital Boards, Mississagua Street Special Event Sign, and Skate and Swim Sponsorships, with more opportunities to come based on community demand.

“This policy helps ensure that our advertising and sponsorship efforts are consistent and beneficial for both the Town and our local business community,” said CAO Nick Ruller. “It creates a framework that fosters meaningful partnerships that enhance programs and services.”

As part of the Town’s Parks & Recreation Masterplan process, the Town will introduce a Facility Naming Rights and Sponsorship Policy. This forthcoming policy, supported by an overall program framework, will give local businesses the opportunity to make a one-



time or annual contribution in exchange for naming a Town facility, space, or feature, or for being recognized on a community sponsorship plaque. Staff will report to Council on the development of this program in the new year, and once approved, details will be shared with the public.

Advertise with us today! Businesses interested in learning more or applying for opportunities can visit the [Town's website](#).

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