



NEW BRIGHTON
RESIDENTS ASSOCIATION

Sponsorship Package

2026/2027



WHAT IS THE NEW BRIGHTON RESIDENTS ASSOCIATION?

The New Brighton Residents Association (NBRA) is a not-for-profit organization that professionally manages and operates several of New Brighton's community features including the Bell Tower, pond fountains, community entrances, and so much more! The New Brighton Clubhouse is a recreational facility consisting of a 6500 square foot building, multiple sport courts, a splash park, playground, and full sized hockey rink.

In addition to maintaining the community, the NBRA organizes a multitude of events each year, including the Bunny Hop Eggstravaganza, Halloween Spooktacular, Christmas at the Clubhouse & the most attended New Brighton event, the annual Stampede Breakfast!

CONTACT US

2 New Brighton Drive SE

Danny Markle
Special Events Coordinator
403-781-6613 EXT 3.
events@nbra.ca
newbrighton-connect.com



WHY YOU SHOULD GET INVOLVED WITH NEW BRIGHTON EVENTS

New Brighton events are always a fun and unique way to make connections with families from both inside and outside the community. All of the largest New Brighton events are completely free to attend, and see hundreds of families come to the Clubhouse to take part in the fun!

With over 4000 homes in New Brighton, your business is sure to be seen and have opportunities to make valuable connections with residents!

HOW YOUR SPONSORSHIP HELPS

Your sponsorship allows the NBRA to offer events at low-cost or completely free, which ensures every family in New Brighton the opportunity to take part in community fun!

With many diverse yearly events that engage all demographics in New Brighton, and attendance ranging from 100 to 4500 your business has the opportunity to connect with hundreds of new customers.



NEW BRIGHTON SPECIAL EVENTS

SPRING

COMEDY AT THE CLUBHOUSE EST. ATTENDEES ~ 60-70

SATURDAY APRIL 25TH FROM 6PM-9PM

FESTIVAL OF FLAVOURS EST. ATTENDEES ~ 400-500

SATURDAY MAY 30TH FROM 12PM-4PM

COMMUNITY CLEANUP EST. ATTENDEES ~ 200-250

SUNDAY JUNE 7TH FROM 9AM-2PM

SUMMER

STAMPEDE PANCAKE BREAKFAST EST. ATTENDEES ~ 4000-4500

SATURDAY JULY 11TH FROM 9AM-12PM

SUMMER SUN MARKET EST. ATTENDEES ~ 300-500

THURSDAY JULY 23RD FROM 4:30PM-8:30PM

MOVIE IN THE PARK EST. ATTENDEES ~ 120-140

SATURDAY AUGUST 8TH FROM 7PM-8:30PM

COMMUNITY BEER GARDENS EST. ATTENDEES ~ 140-160

SATURDAY AUGUST 22ND FROM 6PM-10PM

FALL

5TH ANNUAL GOLF TOURNAMENT EST. ATTENDEES ~ 72-76

SUNDAY SEPTEMBER 13TH FROM 12PM-8:30PM

HALLOWEEN SPOOKTACULAR EST. ATTENDEES ~ 850-900

SATURDAY OCTOBER 24TH FROM 10AM-3PM

GRAND SOUTH CHRISTMAS MARKET EST. ATTENDEES ~ 950-1000

SATURDAY NOVEMBER 14TH FROM 10AM-3PM

WINTER

CHRISTMAS IN THE CLUBHOUSE EST. ATTENDEES ~ 950-1000

SATURDAY DECEMBER 5TH FROM 10AM-3PM

A NEW BRIGHTON WHODUNIT EST. ATTENDEES ~ 50-60

SATURDAY JANUARY 23RD FROM 5PM-8PM

ROYAL TYRRELL SLEEPOVER EST. ATTENDEES ~ 75-85

FRIDAY FEBRUARY 26TH FROM 6:30PM-NEXT MORNING

BUNNY HOP EGGSTRAVAGANZA EST. ATTENDEES ~ 850-900

SATURDAY MARCH 20TH FROM 10AM-3PM



SPONSORSHIP PACKAGES

\$3500^{+GST}

CLUBHOUSE PACKAGE

- On-site opportunities at every event featured in this package* with all items mentioned in the “Ultimate Breakfast” Stampede package
- Logo and name on all available event digital/physical material*
- 4'x6' Company banner** displayed during all event days
- Recognition in New Brighton Buzz newsletter & NBRA e-newsletter
- Full screen company name & logo displayed on Clubhouse TV
- Logo on newbrighton-connect.com scrolling sponsor ribbon
- Special recognition after all events on NBRA social media channels



\$2500^{+GST}

COMMUNITY PACKAGE

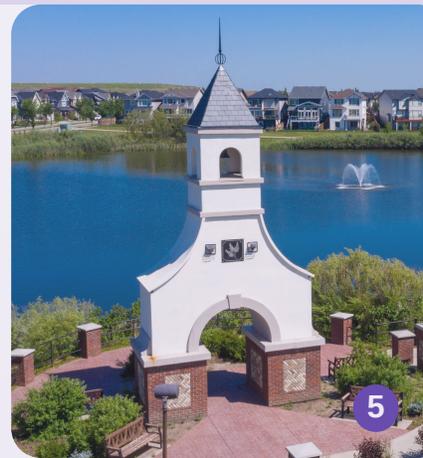
- On-site opportunities at every event featured in this package* *except* the New Brighton Stampede Breakfast
- Logo and name on all available event digital/physical material*
- 4'x6' Company banner** displayed during all event days
- Recognition in New Brighton Buzz newsletter & NBRA e-newsletter
- Full screen company name & logo displayed on Clubhouse TV
- Logo on newbrighton-connect.com scrolling sponsor ribbon
- Special recognition after all events on NBRA social media channels



\$1500^{+GST}

BELL TOWER PACKAGE

- On-site opportunities at the following 5 events: Festival of Flavours, Community Beer Gardens, Halloween Spooktacular, Christmas in the Clubhouse & the Bunny Hop Eggstravaganza
- Logo and name on available event digital/physical material*
- 4'x6' Company banner** displayed during all event days
- Recognition in New Brighton Buzz newsletter & NBRA e-newsletter
- Full screen company name & logo displayed on Clubhouse TV
- Logo on newbrighton-connect.com scrolling sponsor ribbon
- Special recognition after all events on NBRA social media channels





NEW BRIGHTON RESIDENTS ASSOCIATION 22ND ANNUAL STAMPEDE BREAKFAST

SATURDAY, JULY 11TH, 2026 FROM 9AM-12PM

The NBRA's Annual Stampede Breakfast is one of the biggest events held by a resident association in the south and each year it seems to just get bigger and better! Join the NBRA for a morning filled with pancakes, sausages, carnival games, a petting zoo, and live entertainment!

THE ULTIMATE BREAKFAST - \$1000^{+GST}

With over 4000 attendees last year and strong previous attendance the "Ultimate Breakfast" package is the biggest and best for this event!

- A table/tent** featuring your business & company banner/popup stand displayed
- Shout outs on all social media platforms during and after the event
- Logo and business name on available event digital/physical material*
- Space within the NBRA Clubhouse to display business cards/pamphlets all June, July & August
- Special recognition after the event on NBRA social media channels
- Full screen logo displayed on the NBRA TV during all June, July & August

NEW BRIGHTON RESIDENTS ASSOCIATION

22ND ANNUAL STAMPEDE BREAKFAST

SATURDAY, JULY 11TH, 2026 FROM 9AM-12PM

THE BIG BREAKFAST

\$500^{+GST}

- A table/tent** featuring your business & company banner or popup stand displayed
- Logo and business name on available event digital/physical material*
- Special recognition after the event on NBRA social media channels

THE SINGLE SERVING

\$250^{+GST}

- Logo and business name on available event digital/physical material*
- Special recognition after the event on NBRA social media channels



ADDITIONAL OPPORTUNITIES

AMENITY NAMING

EXCLUSIVE 3 YEAR SPONSORSHIPS

Showcase your business 365 days a year with exclusive naming rights for the Hockey Rink & Tennis Court at the New Brighton Clubhouse. Both the Hockey Rink & Tennis Courts are used year round for a variety of programs and activities.

HOCKEY RINK NAMING - \$5000/36 months

5'X5' SIGN

TENNIS COURT NAMING - \$5000/36 months

5'X5' SIGN

RINK BOARD ADS

2.75'x2.75' VINYL STICKER - \$600/12 months

8'x2.75' VINYL STICKER - \$900/12 months

LAMP POST FLAGS

28"x28" FLAG - \$500/6 months

BOARD GAME HUB

EXCLUSIVE BRANDING - \$500/12 months

Let residents know about your business by sponsoring the New Brighton Game Hub board game library. Be featured both inside and outside on every box, with naming rights to the library. The New Brighton Game Hub is used on average by 25-40 families each month!

The NBRA is more than happy to work with your business if you have specific needs, or had thoughts for other ways you could be a sponsor. The NBRA team is always happy to discuss any in-kind donations for events, or other relevant items to community events.

If you have any questions or comments, please do not hesitate to reach out to the Special Events Coordinator, Danny Markle, by email at events@nbra.ca, or by calling 403-781-6613 EXT 3.

THANK YOU

The NBRA believes in giving all sponsors a fair chance to promote their own individual business, brand, or self. This may include if there is a perceived competition in the same industry or business from NBRA sponsors. When possible the NBRA strives to allow these perceived competing businesses opportunities to sponsor the NBRA on equal terms.

The NBRA assumes the right to allow specialty exclusive sponsorship deals when the need is determined.



* - WHERE APPLICABLE | ** - IF PROVIDED TO THE NBRA
AT THIS TIME THE NBRA CANNOT ACCEPT REALTOR SPONSORS