



2020 Sponsorship Opportunities

New Brighton Residents Association

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Get Involved

The New Brighton Residents Association (NBRA) would like to present the 2020-2021 sponsorship package! Inside this package are different ways in how you can get involved in the community of New Brighton, while receiving exposure for your business!



The NBRA is a non-profit organization, which is professionally managed and maintained to ensure New Brighton's community features, amenities, and facilities while continuing to be both aesthetically pleasing and conveniently available for the long-term use of its residents. The NBRA also offers many special events, sports and recreation programs throughout the year, designed to meet the needs of all residents and non-residents.



4,329 Homes



16,691 Residents



6,500 sq ft. facility



15 Events Each Year

Why Sponsor?

As a non-for-profit organization, the NBRA appreciates any amount of sponsorship received. Whether you sponsor a little or a lot, collaborating with the New Brighton Residents Association has many benefits to your organization.

Getting involved with the NBRA events can include benefits such as:

- * Being actively involved in the New Brighton events
- * Company logo displayed on the TV screen located inside the Skate Change Room
- * Logo on each poster, handout, brochure for all NBRA special events
- * Logo recognition in e-newsletter sent out to 738 residents and non-residents bi-weekly
- * Company banner displayed at events
- * Your logo on the NBRA website, linked directly to your website
- * Recognition on all NBRA social media sites
- * Your company promotion's/advertising posts on NBRA social media sites
- * Putting your organization's name out into this community and into the forefront of residents and future resident's minds.

The following pages will provide details for each event being hosted in 2020/21; as well as the special sponsorship recognition that will be received for sponsoring individual events and/or taking advantage of our package options available.

Thank you for considering sponsoring the New Brighton Residents Association 2020 events. To discuss sponsorship opportunities please contact;
Clare Lovely, Recreation Manager, recreation@nbra.ca

2020-21 Special Events



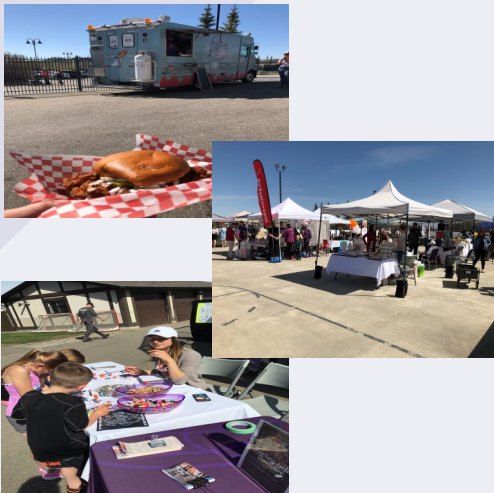
The Great Eggscape Saturday, April 4 from 10am - 1pm

2019 Attendance: 787

Individual Event Price: \$600

Enjoy an afternoon of crafts, games, Easter egg hunting, cupcake decorating and a photo booth with the Easter bunny! Find one of the three NBRA golden eggs throughout the event and you will receive a special treat from the Easter bunny! Each year this fun and interactive event reaches capacity for both time slots.

This event is open to residents and their guests.



New Brighton's Street Market & Parade of Garage Sale Saturday, May 9 from 9am-2pm

2019 Attendance: 932

Individual Event Price: \$400

Kick off Mothers Day weekend with a outdoor market and garage sales! This market is always a huge hit for everyone, with over 45 garage sales throughout the community, 30 vendors at the Clubhouse and food trucks this event has something for everyone!

This event is open to residents and non-residents.



NBRA Beer Gardens Saturday, June 13 from 6pm-10pm

2019 Attendance: 101

Individual Event Price: \$300

This is the 3rd Annual Beer Garden's of New Brighton! **This 18+ popular event brings the whole community together to enjoy** live music, games, food trucks and try new beverages!

Due to this event being 18+ children are not permitted inside the gardens. Babysitting is offered inside the Clubhouse for the duration of the event for an additional fee.

This event is open to residents and their guests.

2020-21 Special Events



Tot's Play Day (1-5yrs) Wednesday, June 24 from 9:30am-12pm

2019 Attendance: 289

Individual Event Price: \$300

It's a day of play at the NBRA! Parents and children are invited for a morning of activities, crafts, story time, Sprog & Sprocket play place and games created to enhance child development with the use of sensory items!

This event is open to residents and their guests.



15th Annual Stampede Breakfast Saturday, July 11 from 9am-12pm

2019 Attendance: 6272

Individual Event Price: \$1000

This is the NBRA's biggest event, each year this event gets bigger and bigger! People from all over Calgary come to enjoy our unique "Old Fashioned" candy station, petting zoo, games, photo booth, delicious breakfast and live entertainment! There are activities suitable for all ages!

This event is open to residents and non-residents.



Emoji Splash Party Sunday, July 19 from 12:30pm-2:30pm

2019 Attendance: 142

Individual Event Price: \$150

Kick off your summer by joining the NBRA for a splashin good time! Send It Entertainment is on site for all the kids of New Brighton to shake and boogie their afternoon away! Themed swag and goodie will be handed out to the kids.

This event is open to residents and their guests.

2020-21 Special Events



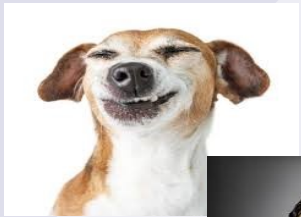
India Independence Day Saturday, August 15 from 5pm–8pm

2019 Attendance: 155

Individual Event Price: \$500

The NBRA first hosted the Indian Independence Day event in 2019. Everyone is invited down to the Clubhouse to have an evening exploring an exciting culture right in their backyard. Residents can experience traditional celebrations, enjoy cultural food, henna tattoos and crafts for the kids!

This event is open to residents and their guests.



NBRA Unleashed Saturday September 5 from 10am-1pm

Individual Event Price: \$500

NEW to New Brighton for 2020 is a dog friendly event! Calling all four legged furry friends in New Brighton! Come on down to the Clubhouse to enjoy an afternoon full of treats, meet your neighbour's and try out the NBRA obstacle course!

This event is open to residents and their guests.



Frighton Up Your Home Wednesday, October 28

Judging starts at 5:30pm

Brighton Up Your Home Thursday, December 17

Judging starts at 5:30pm

Individual Event Price: \$400 for both events

Frighton Up Your Home and Brighton Up Your Home lets residents show off their decorating skills. Prizes are awarded to the top placing home in each of the 3 categories. The winners will receive a basket full of goodies and bragging rights until next year!

This event is open to New Brighton residents only.

2020-21 Special Events



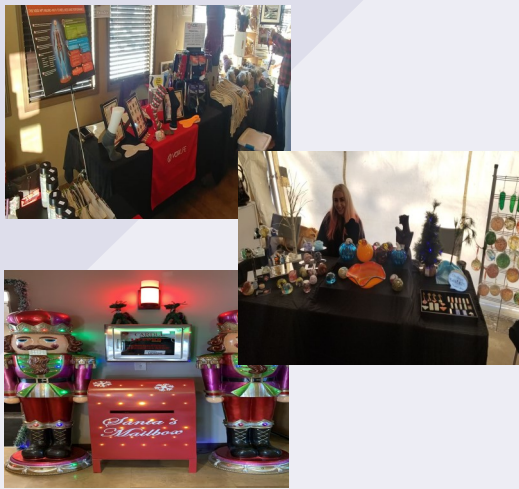
Halloween Spooktacular October 30 from 6pm-8:30pm

2019 Attendance: 553

Individual Event Price: \$600

Double, double toil and trouble; fire burn and caldron bubble. The children of New Brighton are invited down to the Clubhouse for scares, crafts, cupcake decorating, photo booth, games and lots of candy!

This event is open to New Brighton residents only.



Grand South Christmas Market Saturday, November 14 from 10am-3pm

2019 Attendance: 969

Individual Event Price: \$500

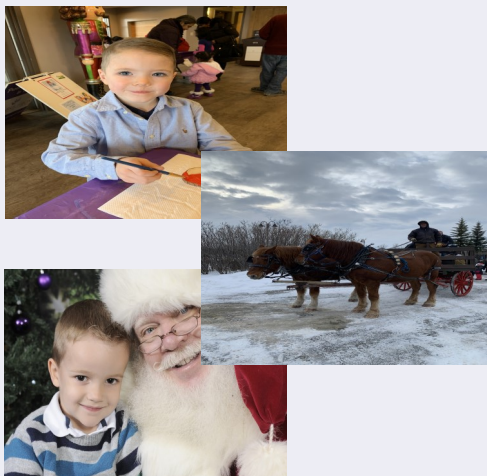
Get your Christmas shopping done early this year! On site the NBRA has 55 vendors filling the Banquet, Studio, Skate Change Room and Outdoor Heated Tent. This great event is held in conjunction with Auburn Bay, Mahogany, McKenzie Towne and Cranston Residents Associations. Residents have the opportunity to pick up a passport for any of the listed locations and collect 3 out of 5 stamps to be entered into a gift basket worth over \$3000.

This event is open to residents and non-residents.

Christmas In The Clubhouse Saturday, December 5 from 9:30am - 11:30am & 12pm - 2pm

2019 Attendance: 876

Individual Event Price: \$600



This NBRA's annual family event is one of our most popular holiday events. Everyone is invited down to "Santa's Workshop" to enjoy some crafts, games, sleigh rides and take your picture with the one and only Santa! As children complete the activities they will receive a stamp from Santa's elf's, once the ballot is fully completed they will receive reindeer ears!!

This event is open to New Brighton residents only.

2020-21 Special Events

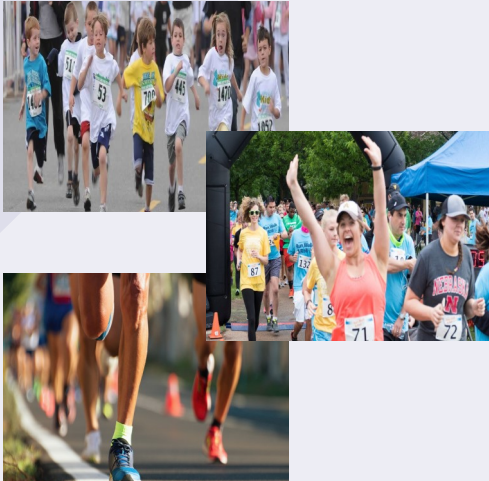


3 on 3 Hockey Tournament Saturday & Sunday January 23 & 24/2021 (Various times each day)

Individual Event Price: \$300

Is hockey your love of the game? This fun competitive weekend allows local hockey players to put together a team of 6 players to compete there hearts out in this weekend tournament. Prizes will be awarded to the 1st, 2nd and 3rd placed teams.

This event is open to residents and their guests.



NBRA 5K Run & 2K Walk Saturday, March 21/2021 from 9am - 1pm

Individual Event Price: \$800

New to New Brighton for 2021 is an outdoor run and walk! Push yourself, your neighbours and friends as New Brighton runs together through the community, exploring the beauty it has to offer! After the run and walk join the NBRA for a BBQ in the park, face painting, games and so much more for the athletes of New Brighton to enjoy!

This event is open to residents and their guests.



Lilac Package

Package Price: \$3500 + GST

Our Lilac Package offers impeccable value and exposure for businesses of all sizes! This package will give your company maximum exposure to the residents of New Brighton and surrounding communities. In this package you will receive several forms of recognition during all **15 of the NBRA events in the 2020/21 year.**

This package includes:

- A team building activity for up to 16 people on your team! Your choice of a Paint Night, DIY Night or Wine Night
- Company banner displayed at each event (if provided)
- Company name recognition published in the NBRA BUZZ newsletter. The BUZZ is delivered to 3,800 homes
- Logo recognition under the “Sponsorship” tab of the NBRA website for the full year, linked directly to your website
- Logo recognition in e-newsletter sent out to **738** residents and non-residents bi-weekly
- One (1) Complimentary room rental for a company function (subject to availability)
- Full screen of your company logo displayed on the NBRA TV screen located inside the Skate Change Room, featuring 6 minutes of air time each hour
- Company logo on all promotional event posters and event brochure
- A special “thank you” posting on the Facebook page, after each event
- Your company will be featured on our Facebook page 3 months out of the year as sponsor of the month. This post can include any of your promotional items.
- Distribution of company ‘giveaways’ at events (if provided)
- A dedicated space within our Skate Change Room brochure rack for your company to display any pamphlets or other promotional items
- Company logo on all event promotional posters

**Only 2 Lilac
Packages Available!**



Lilly Package

Package Price: \$2500 + GST

Time to truly flourish with the Lily Package! This package offers your company exposure in the form of on-site, online and print recognition at **12 of the NBRA 2020/21 events!** Companies have the ability to choose which 12 events you would like to sponsor with this package.

This package includes:

- Company banner displayed at the 12 events (if provided)
- Company name recognition published in the NBRA BUZZ newsletter. The BUZZ is delivered to 3,800 homes
- Logo recognition in e-newsletter sent out to **738** residents and non-residents bi-weekly
- Logo recognition under the "Sponsorship": tab of the NBRA website, linked directly to your website
- Distribution of company "giveaways" at events (if provided)
- A special "thank you" posting on the NBRA Facebook page, after each event
- Company logo on all 12 promotional event posters
- Your company will be featured on our Facebook page 2 months out of the year as sponsor of the month. This post can include any of your promotional items.
- A half page ad posted on the TV within the Skate Change room, featuring 6 minutes of air time each hour

**Only 4 Lilly
Packages Available!**



Rose Package

Package Price: \$1500 + GST

The Rose Sponsorship Package is a fantastic method to spread your company's name throughout the community. By your company purchasing this package you will receive recognition **at 6 of the NBRA events** chosen.

This package includes:

- Company banner displayed at 6 events (if provided)
- Company name recognition published in the NBRA BUZZ newsletter. The BUZZ is delivered to 3,800 homes
- Logo recognition in e-newsletter sent out to **738** residents and non-residents bi-weekly
- A special "thank you" posting on the NBRA Facebook page, after each event
- Company logo on all 6 promotional event posters
- A half page ad posted on the TV within the Skate Change room, featuring 6 minutes of air time each hour

**Only 5 Rose
Packages Available!**

NOT SURE WHICH

PACKAGE TO PICK?

Would you rather donate food or branded merchandise than cash?

The NBRA would like to offer businesses every option possible so that everyone can be involved!

Donating food to an event is always extremely valuable and greatly appreciated! It is a fantastic way of getting people to taste your company's amazing products. Whether you would like to donate a little or a lot the NBRA can make it work.

Branded merchandise is valuable at every event, the NBRA makes a gift basket for one lucky resident to win. The gift basket is displayed throughout the event for everyone to see. Donating into a gift basket, provides your establishment a great visual for residents to see your logo and products. By either donating a gift certificate, or branded swag everything is accepted!

Another great opportunity to donate branded merchandise is for the Grand South Christmas Market. The first 50 attendees into the event will receive a swag bag! Anything from small swag items to gift cards can be added into the bags.

NBRA Movie Night Package

Package Price: \$1500 + GST

Every 4th Friday the NBRA hosts Movie Night for local families! Indulge in freshly popped theater style popcorn, pop, while enjoying the movie! The Clubhouse offers a cozy space for the kids to get comfortable and plenty of seating for parents to kick back and relax.

This package includes (at all 12 movies in a year):

- * A team building activity for up to 16 people on your team! Your choice of a Paint Night, DIY Night or Wine Night
- * Distribution of your business card or flyers at the Movie Nights
- * Your company logo displayed on each popcorn bag
- * Recognition on all social media sites featuring the movie
- * Company logo placed on all posters and marketing material for this event
- * Company logo in the welcome video played prior to each movie beginning
- * Sponsorship recognition at our most attended event the Stampede Breakfast, attended by over 6300 people

Single Event Sponsorship

Each event is uniquely designed, therefore; the price for single event sponsorship is dependant on many factors: the size or the event, popularity, event requirements, needed supplies, etc. The option to sponsor an individual event is entirely yours, feel free to choose the event that would promote your establishment to its fullest extent!

To discuss this option please contact:

Clare Lovely
Recreation Manager
recreation@nbra.ca

Clare Lovely

Phone: 403-781-6613 ext3

Email: recreation@nbra.ca

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• Community • Friendship • Neighbours •



• Engaging • Inclusive • Diverse •



@NewBrighton Club



New Brighton Club



www.newbrighton-connect.com



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