



NEW BRIGHTON  
RESIDENTS ASSOCIATION

# 2021 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



4,329 Homes



16,751 Residents



6,500 sq ft. facility



15 Events Each Year

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.

## 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 included 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



# 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 **16 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

**Only 3 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 **10 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 5 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!**

# 2021-22 Special Events

Event	Date	Time
The Great Eggescape Drive-Thru	Saturday, March 27/21	9:30am-2:30pm (Lunch 12-12:30pm)
New Brighton's Street Market	Saturday, May 8/21	9am-2pm
Movie Under the Stars	Saturday, May 29/21	Show starts 8:30pm
NBRA Beer Gardens	Saturday, June 12/21	6pm-10pm
NBRA's Stampede Breakfast	Saturday, July 17/21	9am-12pm
Splash Party	Sunday, July 25/21	10am-1pm
Movie Under the Stars	Saturday, August 7/21	Show starts 8:30pm
Frighton Up Your Home	Wednesday, Oct. 27/21	5:30pm
New Brighton's Haunted House	Saturday, Oct.30/21	3-5pm (younger ages) 6-8pm (older ages)
NBRA's Christmas Craft Market	Saturday, Nov. 20/21	10am-3pm
Christmas in the Clubhouse	Saturday, Dec. 4/21	9:30am-11:30 / 12-2pm
Brighton Up Your Home	Wednesday, Dec. 15/21	Judging starts at 5pm

**Due to COVID-19 all events listed above are subject for change/cancellation at any time. You will be contacted by Clare via phone or email if any of the events do change.**



# 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

• Community • Friendship • Neighbours •



• Engaging • Inclusive • Diverse •



@NewBrighton Club



New Brighton Club



[www.newbrighton-connect.com](http://www.newbrighton-connect.com)