



2023 Sponsorship Opportunities

ABOUT THE NBRA



4,329 Homes



6,500 sq.ft Facility



16,751 Residents



15+ Events

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 year round recreational facility, consisting of a 6500 square foot building. The NBRA Park hosts 2 tennis/pickleball courts, a beach volleyball court, basketball courts, a splash park, playground, and a hockey rink for residents to enjoy.

In addition to maintaining community features, the NBRA also organizes several community events throughout the year including the Great Eggscape, Beer Gardens, Christmas in the Clubhouse and of course NBRA's biggest event, the Stampede Breakfast!



SPONSORSHIP PACKAGE OPTIONS

Sponsorship can increase brand recognition before, during and after each event by giving your company exposure to New Brighton residents and surrounding communities. The NBRA does this by taking advantage of all social media platforms and event advertising through posters and/or brochures.



**Only 5
Available**

BELL TOWER PACKAGE

\$3500 + GST

Receive maximum exposure to the residents of New Brighton and surrounding communities for your company with NBRA's largest and all inclusive package. The Bell Tower package will provide companies with recognition at all of NBRA's events in the 2023/2024 fiscal year including the Stampede Breakfast, which typically gets 6000+ people attending!

This package includes:

- A team building activity for up to 16 people on your team
- Logo recognition under the "sponsorship" tab of the NBRA website for the full year, linking directly to your website
- Full screen company logo displayed on NBRA TV screen (6 min / hour)
- A special "Thank you" posting on Facebook, after each event
- Company banner displayed at each event*
- Company name recognition published in the NBRA BUZZ newsletter
- One (1) complimentary room rental for a company function **
- A TikTok Ad every second month
- Wrap up "Thank you" video after each event
- Logo on all event promotional posters and/or brochures
- Brochure rack for your companies promotional materials
- Facebook feature 4 months of the year
- Facebook Live interview about the company
- 2 min Facebook live from your choice of 6 events

*If provided to us

**Subject to availability



**Only 5
Available**

TRAIL SIDE PACKAGE

\$2500 + GST

Trying to grow your business and looking to increase your exposure in and around the community? The Trail Side package could be for you! Companies will get amazing exposure and recognition at 10 of NBRA's 2023/2024 events. These events include Kick Off to Summer, NBRA Beer Gardens, NBRA Golf Tournament, Comedy at the Clubhouse, Halloween Spooktacular, Grand South Christmas Market, Christmas in the Clubhouse, Winter Carnival, Bunny Hop Eggstravaganza, and of course the NBRA's Stampede Breakfast, which typically has 6000+ people in attendance!

This package includes:

- Logo recognition under the "sponsorship" tab of the NBRA website for the full year, linking directly to your website
- Company name recognition published in the NBRA BUZZ newsletter
- Half screen company logo displayed on the NBRA TV screen (6 min / hour)
- Company banner displayed at the 10 events*
- One (1) complimentary room rental for a company function**
- Facebook feature 3 months out of the year
- TikTok Ad every 3rd month
- A special "Thank you" posting on Facebook, after each event
- Company logo on all 10 promotional event posters and/or brochures
- 2 min Facebook live at 3 events to showcase your business***
- Facebook live interview about the company
- Wrap up "Thank you" video after 4 events

*If provided to us

**Subject to availability

***Limited available for Stampede Breakfast



**Only 8
Available**

EXPLORE PACKAGE

\$1500 + GST

Looking to grow your business on a budget? The explore package could be for you! Companies will get the opportunity to get their name on 6 of the NBRA's 2023/2024 events (excludes the NBRA Stampede Breakfast). These events include Kick off to Summer, NBRA Beer Gardens, Comedy in the Clubhouse, Halloween Spooktacular, Christmas in the Clubhouse and the Bunny Hop Eggstravaganza. Still want to sponsor the Stampede Breakfast? Only \$500 to get all the benefits of the Ultimate option***.

This package includes:

- Logo recognition under the "sponsorship" tab of the NBRA website for the full year, linking directly to your website
- Company name recognition published in the NBRA BUZZ newsletter
- Half screen company logo displayed on the NBRA TV screen (6 min / hour)
- Company banner displayed at all 6 events*
- One (1) complimentary room rental for a company function**
- Company logo on all 6 promotional event posters and/or brochures
- A special "thank you" on our Facebook page, after each event
- Facebook live interview about the company
- 2 minute Facebook live at your choice of 2 events to showcase your business
- A TikTok Ad 2 times a year

*If provided to us

**Subject to availability

***Limited available for Stampede Breakfast



CLUBHOUSE "A LA CARTE" PACKAGE \$1000 + GST

This "a la carte" package is perfect for any company that is looking to sponsor only a select few events. Choose up to 4 events that you would like to sponsor and your company will get recognition at those events (excludes the Stampede Breakfast). The NBRA will also purchase \$100 of your companies products or services to give out as a grand prize at one of the events. Interested in adding the Stampede Breakfast? Only \$500 to get all the benefits of the Ultimate option.***

This package includes:

- Logo recognition under the "sponsorship" tab of the NBRA website for the full year, linking directly to your website
- Company name recognition published in the NBRA BUZZ newsletter
- Company logo on all 4 promotional event posters
- Company banner displayed at the 4 events*
- A special "thank you" posting on Facebook after each event
- 2 minute Facebook live at one (1) event to showcase your business
- Facebook live interview about the company
- One (1) TikTok sponsored ad

*If provided to us

***Limited available for Stampede Breakfast

2023/2024 SPECIAL EVENTS



"My family has attended a multitude of events at the New Brighton Club. We really enjoy spending the time together and connecting with the amazing residents of New Brighton. The events are always fun-filled and very well organized. The organizers go above and beyond to ensure the guests enjoy themselves. We feel fortunate to live in such a great community and truly appreciate every event offered. Although we look forward to every event, the Stampede breakfast has to be our favorite event of the year. We always make sure we are there to celebrate. Thank you to all the staff and volunteers who make these events possible for our community!" - Eliza

"I had such a great experience as a vendor at the Market this year. It was the first vendor event that I've done as a Jamerry Consultant and a great first experience at that! I loved getting to meet people within the New Brighton community, including other vendors and customers. I was impressed with how well-organized the event was and with the support you and your team offered us, vendors." Lindsay K





Kick-off to Summer - \$300

Saturday, June 24, 2023

From 11am - 2pm

This summer, kick off the season with a bang! Grab your friends and family to enjoy outdoor games, cotton candy, popcorn, a food truck, and 3 bounce houses at the NBRA Park!

Splash Park Party - \$250 (for both)

Sunday July 23, 2023 & August 13, 2023

From 1pm - 3pm

The NBRA splash park is the perfect place to cool off during the hot summers! On these selected dates, guests can enjoy music, themed goodies, and fun swag for the kids.



Movie in the Park - \$500 (for all 4)

Friday, July 7 & 28, 2023 & August 11 & 25, 2023

From 5pm - 10pm

Grab your family along with a blanket to head down to the Clubhouse for wonderful movie-watching under the beautiful night sky! The NBRA will be showing 2 movies each month for July and August. The beginning of each month will feature a newer family-friendly movie, and a family classic will end the month! Plus... let's not forget the popcorn and refreshments that will be included!



NBRA 5th Annual Beer Gardens - \$300

Saturday, August 19, 2023

From 5pm - 10pm

With the heat of summer days, what is one of the best ways to cool off? A refreshing beer, of course! NBRA's 5th Annual Beer Gardens is happening on August 19, 2023 and is the perfect night to enjoy a cold one while meeting New Brighton neighbours! Participants will have the chance to enjoy a variety of games, snacks, and try some amazing local craft beer! Babysitting is also available on-site for a minimal fee!





NBRA Golf Tournament - \$250

Sunday, September 10, 2023

Starts at 12:30pm

After a successful first year, the NBRA is proud to bring back the Golf Tournament for another year! Hosted again at the beautiful McKenzie Meadows Golf Club on Sunday, September 10, 2023, teams of four will have the opportunity to compete for some amazing prizes and enjoy a banquet dinner. Reserve your spot early as space is limited.

Comedy at the Clubhouse - \$250

Saturday, September 23, 2023

From 7pm - 10pm

Comedy at the Clubhouse is back! Bring your laughter while enjoying appetizers, a few bevs, and amazing stand-up comedy brought to you by YukYuks!



Halloween Spooktacular - \$350

Saturday, October 28, 2023

From 3pm - 6pm

It's the spookiest time of the year, and you know what that means... Its time to get all dressed up to head on down to the Clubhouse for Halloween games, crafts, and lots of candy! Let's also not forget lots of scares.



Grand South Christmas Market - \$400

Saturday, November 18, 2023

From 10am - 3pm

Looking for some local unique Christmas gifts for friends and family? Visit the Clubhouse on November 18, 2023 where over 40 local vendors are on site selling their amazing products! This market is part of the Grand South Christmas Markets held in conjunction with Auburn Bay, Mahogany, McKenzie Towne and Cranston Residents Associations. Participants who stamp their passport at 3 of the 5 locations will be entered into a draw to win a ginormous Christmas stocking valued at \$2500!





Christmas at the Clubhouse - \$200

Sunday, December 10, 2023

From 9am-11:30am & 12pm-3pm

It's that time of year for one of the NBRA's most popular events. Families of all sizes can visit the Clubhouse to explore "Santa's Workshop" filled with crafts, games, snacks, and sleigh rides!

Children will also have the chance to snap a photo with Santa and take away a specially selected gift from him!

Royal Tyrell Museum Sleepover - \$250

February 2024 - TBD

Have you ever imagined an exciting night at the museum? Bring imaginations to reality by joining your fellow New Brighton neighbours for the ultimate sleepover experience at the Royal Tyrell Museum! Guests will participate in hands-on workshops, explore the museum with flashlights in the dark, and even sleepover below the dinosaur fossils! Participants will also be able to spend the next day exploring the museum at their leisure!



Bunny Hop Eggstravaganza - \$350

Saturday, March 23, 2024

From 10am - 12 pm & 12:30pm - 3pm

Hop on down to the Clubhouse to enjoy a variety of Easter themed crafts, games, and an egg hunt! A special photo booth will also be on site to capture an awesome photo with the Easter Bunny! Collect bunny bucks from each activity to cash in at the bunny store for toys and treat as souvenirs from the day!



NBRA STAMPEDE BREAKFAST



Saturday, July 15 from 9am - 12pm

The Annual Stampede Breakfast is the NBRA's biggest event, and each year it just get bigger and bigger! People from all over Calgary come to enjoy our pancake breakfast, unique "Old Fashioned" candy station, petting zoo, mini midway games, photo booth and lots of live entertainment! This event is open to the public, with over 6000 people in attendance!

The NBRA is pleased to offer 3 different sponsorship options for this event, depending on the amount of exposure your business is looking to receive.

ULTIMATE - \$1000 *ONLY 5 AVAILABLE*

With over 6000 people expected to attend this makes an exceptional event to connect with so many people. The Ultimate option is the most exclusive, offering the most benefits, and gives your company exposure throughout July along with the event. This package get you:

- A table or tent**
- Your banner displayed for all to see*
- Dedicated space within our skate change room brochure rack for your company to display any pamphlets or other promotional items for the month of July
- 2 minute Facebook live from the event showcasing your business
- Name on all event promotional materials
- TikTok Ad
- Full screen of your company logo displayed on the NBRA TV screen for the month of July (6 minutes of air time/hour)
- Shout outs on all social media platforms
- "Thank you" video after the event

*must supply us with your banner

**must supply own tent

NBRA STAMPEDE BREAKFAST



ENHANCED - \$700

Not ready for the ultimate option? The enhanced option is the next best thing. This still allows your company to take advantage of the NBRA's biggest event. With over 6000 people expected to attend, you don't want to miss this opportunity.

This package get you:

- A table or tent**
- Name on all event promotional materials
- Your banner displayed for all to see*
- Shout out on all our social media platforms



BEGINNER - \$350

If you are on a budget, the beginner option is the best one for you. Your company will still get great exposure at the event without having to worry about the cost.

This package get you:

- Name on all event promotional materials
- Shout out on all our social media platforms



Unsure which option to choose, contact Jen Godziuk, Recreation Leader to discuss all options.

*must supply us with your banner

**must supply own tent

Thank you!

Thank you for considering to sponsor the New Brighton Residents Association's 2023/2024 events. To discuss all sponsorship options please contact:

Jen Godziuk, Recreation Leader

(403)781-6613 ext. 3

recreation@nbra.ca

Our Commitment to You

The NBRA believes in giving all of our sponsors a fair chance to promote their brand and products to our audience; therefore, we welcome all potential sponsors, even if they are in the same industry or business. This means there may be competing sponsors at our events or in our materials. If you have any questions or concerns about this please don't hesitate to reach out to us.







New Brighton Residents Association

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