

2024/2025 SPONSORSHIP OPPORTUNITIES

**REACH THOUSANDS OF HOMES FROM
ONE CONVENIENT LOCATION!**



NEW BRIGHTON RESIDENTS ASSOCIATION - SPONSORSHIP OPPORTUNITY PACKAGE

ABOUT 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 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 our Comedy Night, Beer Gardens, Christmas in the Clubhouse and of course, the NBRA's most attended event, the Stampede Breakfast!



EXPLORING OUR SPONSORSHIP OPPORTUNITIES

This sponsorship brochure provides a look at the New Brighton Clubhouse community events that will be taking place in our 2024/2025 year (April 2024 - March 2025). In addition to these events, this brochure will also provide information on how your organization can become involved with the New Brighton Residents Association, and what benefits becoming a sponsor of the NBRA will give your business.

Sponsoring the NBRA can include many benefits, such as:

- Logo recognition on the New Brighton connect website
- Opportunities to be on-site at our events to promote yourself and meet our residents
- Company banner displayed at each of your chosen packages events
- Full screen company logo displayed on our NBRA TV screen throughout the day
- Named "thank you" recognition through posts after each of our events
- Company name recognition published in our monthly NBRA Buzz newsletter that delivers to over 4000 houses
- Facebook features, and Facebook live interview about your company
- Complimentary Clubhouse room rental

The New Brighton Residents Association community events are always a unique, fun, and community driven way to promote your business to a wide audience. Everyone at the NBRA is extremely thankful for your consideration to become one of our sponsors. To discuss opportunities, or if you have any questions, please reach out to our Special Events Coordinator Danny Markle at events@nbra.ca, or by calling at 403-781-6613 EXT 3.

SPRING SPECIAL EVENTS

COMEDY AT THE CLUBHOUSE

APRIL 20/2024

Experience YukYuk's finest Canadian comedians while enjoying unique cold drinks from local breweries, and tasty appetizers.

MULTICULTURAL FOOD TRUCK FESTIVAL

JUNE 1/2024

Give your taste buds a kick! Take a trip to the Clubhouse and grab lunch from 1 of 4 authentic international food trucks, while taking part in games and activities from a variety of cultures.

NEW BRIGHTON CLEANUP

JUNE 2/2024

Finish your spring cleaning with help from the NBRA by bringing down recyclables and anything you just need to get rid of!

PARADE OF GARAGE SALES

JUNE 8/2024

Join your New Brighton neighbours to clear out your house, find unique treasures and be featured on our community garage sale map.



SUMMER SPECIAL EVENTS

STAMPEDE BREAKFAST

JULY 13/2024

Don't miss our largest event of the year! Complete with a pancake breakfast, carnival games, activities, live entertainment, and tons of fun for all cowpokes.

MOVIES IN THE PARK

JULY 26/2024 & AUGUST 9/2024

Bring down the whole family and enjoy a movie on our huge pop-up screen outside in the fresh air, complete with refreshments and popcorn!

BEER GARDENS

AUGUST 24/2024

Meet your neighbours while enjoying a cold drink from some of Calgary's finest local breweries and relax enjoying live entertainment.



FALL SPECIAL EVENTS

GOLF TOURNAMENT

SEPTEMBER 8/2024

Hosted at beautiful McKenzie Meadows Golf Club. Hopefully you've practiced your swing for our 3rd annual golf tournament complete with dinner and prizes!

ROYAL TYRRELL SLEEPOVER

OCTOBER 2024

Venture to Drumheller to sleep under real dinosaur bones and take part in activities that will bring you back to prehistory.

HALLOWEEN SPOOKTACULAR

OCTOBER 26/2024

Get your costumes on and take a trip to the Clubhouse to have a scary good time with Halloween activities, games, and let's not forget, candy!

GRAND SOUTH CHRISTMAS MARKET

NOVEMBER 16/2024

The NBRA is so happy to work with 4 other communities in the Grand South to hold a day of winter markets. Remember...Santa has his workshop up North, but shops in the deep South!



WINTER SPECIAL EVENTS

CHRISTMAS IN THE CLUBHOUSE

DECEMBER 7/2024

It remains one of our most popular events each year. Bring your kids to the clubhouse, pick up your free gift, take a picture with Santa, and remember to write your letters!

WINTER CARNIVAL

JANUARY 25/2025

Get out of the winter slump with a carnival sure to excite kids and adults alike. Slushies, cotton candy, crafts, and outdoor activities a plenty.

ROYAL TYRRELL SLEEPOVER

FEBRUARY 2025

Some events are so popular they are held twice, and the Royal Tyrrell Sleepover is no exception. Families absolutely love it and attendees have made memories to last a lifetime!

VALENTINES SKATE

FEBRUARY 14/2025

Come down to the Clubhouse to enjoy skating on Valentines Day evening, complete with treats, hot chocolate, and music.





SPONSORSHIP PACKAGE OPPORTUNITIES

“Our family looks forward to this event every year, this year did not disappoint. We would like to thank everyone for putting together this wonderful event!”

.....

“Really well organized and a wonderful idea.”

.....

“Fantastic event! We thoroughly enjoyed all aspects!”



\$3500 + GST **CLUBHOUSE PACKAGE**

ONLY 3 AVAILABLE

You're ready to receive the maximum exposure for your business the NBRA can offer with our largest and all inclusive package. Our "Clubhouse" package provides companies with recognition at every single event mentioned in this package, including our most sought after event for sponsors... our Annual Stampede Breakfast which attracts over 6000 attendees.

This package includes...

- Logo recognition under the "Sponsorship" tab on the NBRA website
- Opportunities to be on-site at events***
- Full screen company logo displayed all year on our NBRA TV (6 min/hour)
- One complimentary room rental for a company function**
- A special "Thank You" posting after each event on all the NBRA social media accounts
- 4' x6' company banner displayed at all our events*
- Company name recognition published in our NBRA Buzz newsletter (4000 house delivery each month)
- Logo on all event promotional digital/physical material
- Brochure rack for company promotional materials
- Facebook/Instagram feature of your company
- Facebook Live interview about your company

* - IF PROVIDED TO US

** - SUBJECT TO AVAILABILITY

*** - IF APPLICABLE AT SAID EVENT



\$2500 + GST **BELL TOWER PACKAGE**

ONLY 5 AVAILABLE

Ready to grow your business while looking to increase exposure and recognition within our community? Look no further than our Bell Tower Package. Companies will get fantastic exposure and resident recognition at the following 9 events mentioned in this brochure: Comedy at the Clubhouse, Multicultural Food Truck Festival, Stampede Breakfast, Beer Gardens, Golf Tournament, Halloween Spooktacular, Grand South Christmas Market, Christmas in the Clubhouse, and our Winter Carnival! + Upgrade to the "Ultimate Breakfast Stampede option for only \$500!**

This package includes...

- Logo recognition under the "Sponsorship" tab on the NBRA website
- Full screen company logo displayed all year on our NBRA TV (6 min/hour)
- One complimentary room rental for a company function**
- A special "Thank You" posting after each event on all the NBRA social media accounts
- 4' x6' company banner displayed at sponsored events*
- Company name recognition published in our NBRA Buzz newsletter (4000 house delivery each month)
- Logo on event promotional digital/physical material
- Facebook Live interview about your company
- Opportunities to be on-site at events***
- Facebook/Instagram feature of your company

* - IF PROVIDED TO US

** - SUBJECT TO AVAILABILITY

*** - IF APPLICABLE AT SAID EVENT



\$1500 + GST **TRAIL SIDE PACKAGE**

ONLY 10 AVAILABLE

If you're looking to grow your business while remaining on budget, our "Trail Side" package is the perfect option. Companies will get the opportunity to be recognized at the following 6 events: Comedy at the Clubhouse, Multicultural Food Truck Festival, Golf Tournament, Halloween Spooktacular, Grand South Christmas Market, and Christmas in the Clubhouse! + Upgrade to the "Ultimate Breakfast Stampede" option for only \$500!**

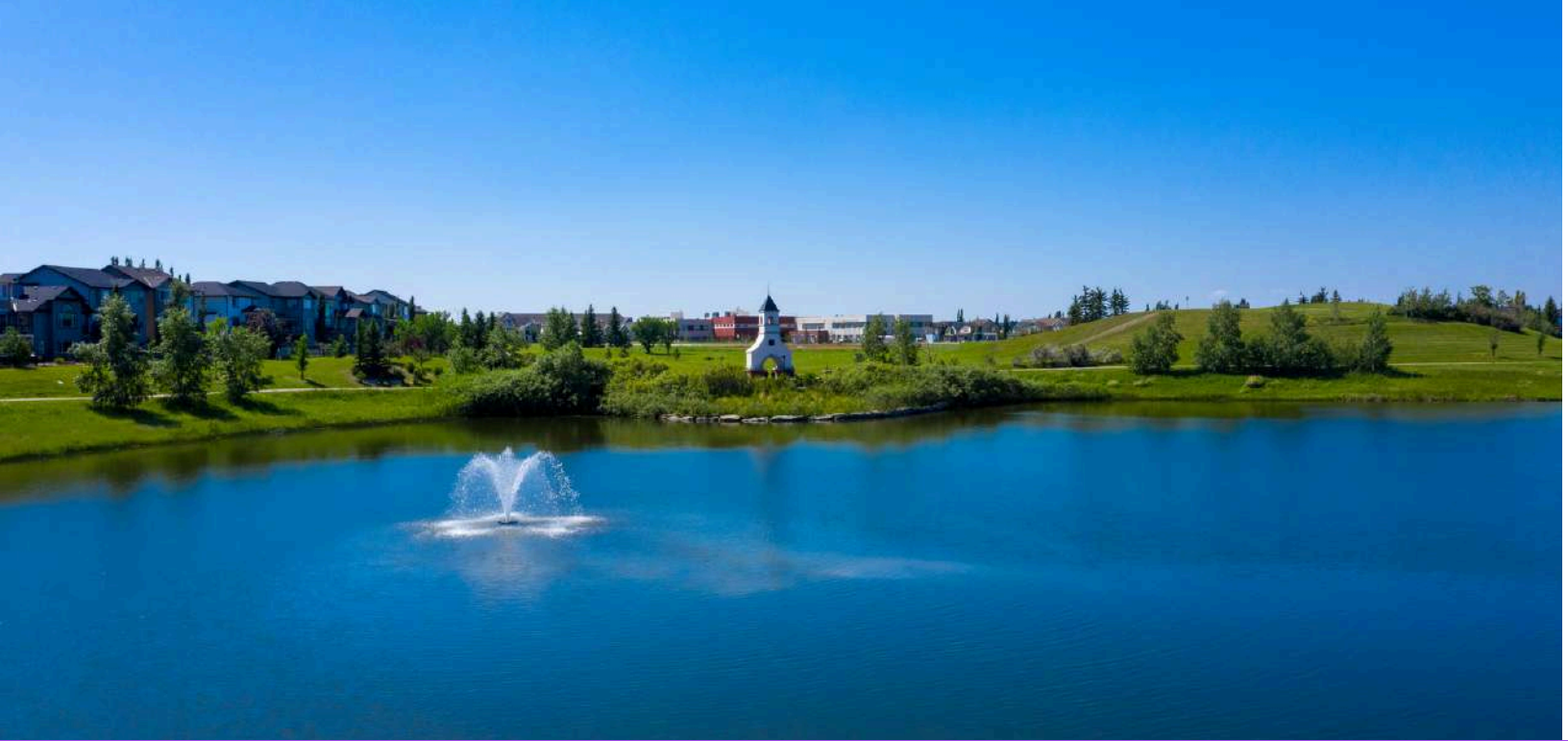
This package includes...

- Logo recognition under the "Sponsorship" tab on the NBRA website
- Half-screen company logo displayed all year on our NBRA TV (6 min/hour)
- Opportunities to be on-site at events***
- A special "Thank You" posting after each event on all the NBRA social media accounts
- 4' x6' company banner displayed at sponsored events*
- Company name recognition published in our NBRA Buzz newsletter (4000 house delivery each month)
- Logo on event promotional digital/physical material
- Facebook Live interview about your company
- Facebook/Instagram feature of your company

* - IF PROVIDED TO US

** - SUBJECT TO AVAILABILITY

*** - IF APPLICABLE AT SAID EVENT



\$1000 + GST EXPLORER PACKAGE

Our “Explorer Package” is perfect if you’re a new business, or just want to sponsor a few select events that interest you or your team. You will get the chance to pick from up to 4 of the following events to be a part of: Multicultural Food Truck Festival, Movies in the Park, Beer Garden, Halloween Spooktacular, Grand South Christmas Market, Christmas in the Clubhouse, and the Winter Carnival.

This package includes...

- Logo recognition under the “Sponsorship” tab on the NBRA website
- Company name recognition published in our NBRA Buzz newsletter (4000 house delivery each month)
- A special “Thank You” posting after each event on all the NBRA social media accounts
- 4' x4' company banner displayed at sponsored events*
- Facebook/Instagram feature of your company
- Half-screen company logo displayed all year on our NBRA TV (6 min/hour)
- Logo on event promotional digital/physical material

* - IF PROVIDED TO US

** - SUBJECT TO AVAILABILITY

*** - IF APPLICABLE AT SAID EVENT



SPONSORSHIP SINGLE EVENT OPPORTUNITIES

Ever wanted to test out a sponsorship, or only attend a single event that interests you or your team?

Our single event opportunities are great cost effective sponsorship deals that provide name recognition at our Clubhouse while working closely with your business.

The NBRA team is more than happy to work with your business if you have specific needs, can offer donated materials, or had thoughts for another way you could be sponsored at our events.

\$350

- Logo on event promotional digital/physical material
- Company banner or popup stand displayed at event*
- Opportunity to be on-site at event**
- "Thank you" posting after the event

\$250

- Logo on event promotional digital/physical material
- Company banner or popup stand displayed at event*
- "Thank you" posting after the event

\$150

- Logo on event promotional digital/physical material
- "Thank you" posting after the event

* - IF PROVIDED TO US

** - IF APPLICABLE AT SAID EVENT

SPRING



\$250

COMEDY AT THE CLUBHOUSE
SATURDAY APRIL 20TH, 2024
6PM - 9PM

\$350

MULTICULTURAL FOOD TRUCK FESTIVAL
JUNE 1ST, 2024
11AM - 4PM



\$150

PARADE OF GARAGE SALES
SATURDAY, JUNE 8TH, 2024
10AM - 3PM



SUMMER



\$150

MOVIES IN THE PARK

FRIDAY JULY 26TH, 2024

FRIDAY AUGUST 9TH, 2024

6PM - 9PM

\$350

BEER GARDENS

SATURDAY AUGUST 24TH, 2024

5PM - 10PM



“Our family loved the event and it was fun doing it with the community, as we knew so many people there. Lots of familiar faces!”

FALL

\$350

GOLF TOURNAMENT

SATURDAY SEPTEMBER 14TH, 2024

12:30PM - 8PM



\$250

ROYAL TYRRELL SLEEPOVER

TBD OCTOBER

6:30PM - FOLLOWING MORN.

\$350

HALLOWEEN SPOOKTACULAR

SATURDAY OCTOBER 26TH, 2024

10AM - 3PM



\$350

GRAND SOUTH CHRISTMAS MARKET

SATURDAY NOVEMBER 16TH, 2024

10AM - 3PM

WINTER

\$350

CHRISTMAS IN THE CLUBHOUSE
SATURDAY DECEMBER 7TH, 2024
9AM - 4PM



\$250

WINTER CARNIVAL
SATURDAY JANUARY 25TH, 2025
11AM - 2PM

\$250

ROYAL TYRRELL SLEEPOVER
TBD FEBRUARY
6:30PM - FOLLOWING MORN.



\$150

VALENTINES SKATE
FRIDAY FEBRUARY 14TH, 2025
6PM - 8:30PM



NEW BRIGHTON RESIDENTS ASSOCIATION

2024 STAMPEDE BREAKFAST

SATURDAY, JULY 13TH, 2024 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! We continue to attract attendees from all over Calgary to our great community for a morning filled with pancakes, sausages, carnival games, a petting zoo, and tons of different live entertainment!

We're happy to be able to offer 3 different sponsorship levels for this event to try and accommodate every business.

THE ULTIMATE BREAKFAST - \$1000 (LIMITED AVAILABILITY)

With over 6000 attendees last year in attendance and strong previous attendance, we expect our 2024 breakfast to be even bigger. Our "Ultimate Breakfast" is the most exclusive offer for the event, giving your business tons of benefits on the event day, and continued exposure throughout the month of July in our Clubhouse.

- A table/tent featuring your business and banner at the Stampede Breakfast*
- Shout outs on all social media platforms during/after the event
- 2 minute Facebook live from the event showcasing your business
- Your business name on all printed and digital promotional material
- Space within our Clubhouse to display any pamphlets or promotional items for the entire month of July
- "Thank you" video posted after the event
- Company banner or popup stand displayed*
- Full screen logo displayed on our NBRA TV located in the Clubhouse

* - IF PROVIDED TO US

NEW BRIGHTON RESIDENTS ASSOCIATION

2024 STAMPEDE BREAKFAST

SATURDAY, JULY 13TH, 2024 FROM 9AM - 12PM

THE BIG BREAKFAST - \$500 (LIMITED AVAILABILITY)

If you're not ready for the "Ultimate Breakfast" than we think this option is right for your business. Our "Big Breakfast" option enhances name recognition, and still allows you or your team to take part in our most sought after event.

With this package you'll receive:

- A table or tent featuring your business and banner at the Stampede Breakfast*
- Company banner or popup stand displayed*
- Your business name on all printed and digital promotional material
- "Thank you" video posted after the event
- Shout outs on all social media platforms during/after the event



THE SINGLE SERVING - \$250

If your business is on a budget, and still wants to be noticed by over 6000 attendees at the NBRA's largest event, the "Single Serving" option is made for you! You'll still get fantastic exposure at the event without ever having to worry about the cost or need to attend.

With this package you'll receive:

- Your business name on all printed and digital promotional material
- "Thank you" video posted after the event
- Shout outs on all social media platforms during/after the event

* - IF PROVIDED TO US

THE NBRA WANTS TO SAY THANK YOU

Thank you for taking the time to read this brochure, and thank you for considering the New Brighton Residents Association.

The NBRA is more than happy to work with your business if you have specific needs, can offer donated materials, or had thoughts for another way you could be sponsored at our events. Please reach out and we can connect.

Our team is always happy to discuss any product/in-kind sponsorship that would be relevant to any of our community events and that you would be willing to offer.

If you have any questions, comments, or concerns, please do not hesitate to reach out to myself, Danny Markle, at events@nbra.ca or by giving me a call at 403-781-6613 EXT 3.

THE NEW BRIGHTON RESIDENTS ASSOCIATION COMMITMENT TO YOU

The NBRA believes in giving all of our sponsors a fair chance to promote their own individual business, brand, or self, to our audience. This may include if there can be perceived competition in the same industry or business for NBRA sponsors. When possible the NBRA strives to allow these perceived competing businesses to sponsor the NBRA on equal terms. The NBRA assumes the right to allow specialty exclusive sponsorship deals when the need is determined.

If you have any questions or concerns about this clause, please reach out to us.