



NEW BRIGHTON
RESIDENTS ASSOCIATION

20 Sponsorship **20**
25 Opportunities **26**



**REACH THOUSANDS
OF HOMES!**



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





EXPLORING SPONSORSHIP OPPORTUNITIES

This sponsorship brochure offers an overview of the community events at the New Brighton Clubhouse scheduled for the NBRA 2025/2026 fiscal year (April 2025-March 2026)

Sponsoring the NBRA can include many benefits, such as...

- On-site opportunities to make connections with New Brighton residents
- Logo recognition on the New Brighton community website
- Company banner displayed at the New Brighton Clubhouse during events
- Full screen company logo displayed on the NBRA TV screen throughout the day
- Special “thank you” recognition posts on NBRA social media after each event
- Name recognition in the NBRA Buzz monthly magazine (4000 home delivery)
- Logo/business name featured on all printed/digital event material
- Business cards featured in the New Brighton Clubhouse foyer
- Complimentary Clubhouse room rental

The New Brighton Residents Association events are always a unique, fun, and community driven way to promote your business to a wide audience in South Calgary.

To discuss opportunities, or if you have any questions, please reach out to the Special Events Coordinator, Danny Markle, by email at events@nbra.ca, or by calling 403-781-6613 EXT 3.



SPRING SPECIAL EVENTS

BUNNY HOP EGGSTRAVAGANZA

APRIL 12/2025

10AM-3PM

Hippity-hop to the Clubhouse and meet the Easter Bunny, hunt for eggs, take part in fun activities and make Spring crafts!

COMEDY AT THE CLUBHOUSE

MAY 3/2025

6PM-9PM

Take the night off and laugh! Experience some of Calgary's finest comedians, enjoy cold drinks from local breweries and dive into tasty appetizers.

FESTIVAL OF FLAVOURS

MAY 31/2025

12PM-4PM

Experience fantastic performers that will be sure to show you sights you've never seen! Save room for lunch as there will be great food trucks on-site!

NEW BRIGHTON CLEANUP

TBD JUNE/2025

9AM-2PM

Get started on (or finish!) your spring cleaning with help from the City of Calgary and the NBRA by bringing recyclables, garbage, and anything in between to a convenient location!



SUMMER SPECIAL EVENTS



STAMPEDE BREAKFAST **JULY 12/2025** **9AM-12PM**

Mark your calendars early and don't miss the largest event the NBRA hosts, serving over 8000 pancakes, with live entertainment, a mechanical bull and so much western fun!

MOVIE IN THE PARK **JULY 25/2025** **7PM-9PM**

Bring the whole family to the Clubhouse and enjoy a movie on a huge screen in the back field under the night sky, don't forget to pick up your free popcorn!

MOVIE IN THE PARK **AUGUST 15/2025** **7PM-9PM**

Bring the whole family to the Clubhouse and enjoy a movie on a huge screen in the back field under the night sky, don't forget to pick up your free popcorn!

BEER GARDENS **AUGUST 23/2025** **5PM-10PM**

Enjoy the evening with your closest friends and neighbours while sipping on some local brewery favourites and enjoying great live entertainment!

AUTUMN SPECIAL EVENTS

ANNUAL GOLF TOURNAMENT

SEPTEMBER 7/2025

12:30PM-8PM

Hopefully you've been practicing your swing for the 4th annual NBRA golf tournament. Play a full round, grab some drinks, and save room for dinner!

HALLOWEEN SPOOKTACULAR

OCTOBER 25/2025

10AM-3PM

Put on your costumes and shamle to the Clubhouse to have a scary good time with Halloween activities, games, and lets not forget... candy!

GRAND SOUTH CHRISTMAS MARKET

NOVEMBER 15/2025

10AM-3PM

Get your holiday shopping done early and experience a day full of winter markets in the south. Remember... Santa has his workshop up north, but shops in the deep south!



WINTER SPECIAL EVENTS



CHRISTMAS IN THE CLUBHOUSE

DECEMBER 6/2025

9AM-4PM

Bring your little ones to the Clubhouse to experience Christmas activities, take a picture with Santa, make crafts, and go on their very own sleigh ride!

A NEW BRIGHTON MURDER MYSTERY

JANUARY 24/2026

5PM-8PM

Can you crack the case of the New Brighton Clubhouse murder? Dress to impress, enjoy drinks, appetizers and get ready for an unforgettable show!

VALENTINES NIGHT SKATE

FEBRUARY 13/2026

6PM-8:30PM

Bring your loved ones to the Clubhouse and enjoy skating on Valentines Day, complete with free treats, hot chocolate, and music!

ROYAL TYRRELL SLEEPOVER

FEBRUARY 27/2026

6:30PM-NEXT MORNING

Travel to Drumheller and sleep under real dinosaur bones while taking part in activities that will bring you back to prehistory!

BUNNY HOP EGGSTRAVAGANZA

MARCH 28/2026

10AM-3PM

Bring your basket and bounce over to the Clubhouse for a day filled with Easter-themed crafts, games, and a thrilling egg hunt!



SPONSORSHIP PACKAGES

AT THIS TIME THE NBRA CANNOT ACCEPT REALTOR SPONSORS, THANK YOU FOR YOUR UNDERSTANDING

**“OUR FAMILY LOVES ALL THE EVENTS THE CLUBHOUSE
HOST AND WE LOOK FORWARD TO THEM EACH MONTH.”**

**“FANTASTIC EVENT! WE LOVED IT ALL
AND HAD A GREAT TIME!”**

**“MY CHILDREN HAD SUCH A GREAT TIME AND IT
REALLY MAKES ME PROUD TO LIVE IN NEW
BRIGHTON.”**



\$3500 + GST

CLUBHOUSE PACKAGE

You're ready to receive the maximum exposure for your business the NBRA can offer with the largest sponsorship package. The "Clubhouse Package" provides your company with recognition at every single event mentioned in this package, including the most sought after event for sponsors... the Annual Stampede Breakfast which attracts over 4000 attendees!

This package includes...

- Opportunities to be on-site at events*
- Full screen company name and logo displayed all year on the NBRA TV (6 min/hour)
- Logo recognition on newbrighton-connect.com
- Name recognition published in the NBRA Buzz newsletter (4000 house delivery monthly)
- One complimentary room rental for a function of your choosing**
- 4' x6' company banner displayed at sponsored events***
- Logo and name on all event promotional digital/physical material*
- "Thank You" posting after each event on all the NBRA social media accounts
- Logo present on rotating sponsor ribbon found on front page of newbrighton-connect.com

* - WHERE APPLICABLE

** - SUBJECT TO AVAILABILITY

*** - IF PROVIDED TO THE NBRA



\$2500 + GST

BELL TOWER PACKAGE

Are you ready to grow your business while looking to increase exposure and recognition within New Brighton? Look no further than the “Bell Tower Package”. You’ll get fantastic exposure and resident recognition at the following 9 events mentioned in this brochure: Bunny Hop Eggstravaganza, Comedy at the Clubhouse, Festival of Flavours, Stampede Breakfast, Beer Gardens, Golf Tournament, Halloween Spooktacular, Christmas in the Clubhouse, and the Murder Mystery Night!

This package includes...

- Opportunities to be on-site at events*
- Full screen company name and logo displayed all year on the NBRA TV (6 min/hour)
- Logo recognition on newbrighton-connect.com
- Name recognition published in the NBRA Buzz newsletter (4000 house delivery monthly)
- One complimentary room rental for a function of your choosing**
- 4' x6' company banner displayed at sponsored events***
- Logo and name on all event promotional digital/physical material*
- “Thank You” posting after each event on all the NBRA social media accounts
- Logo present on rotating sponsor ribbon found on front page of newbrighton-connect.com

* - WHERE APPLICABLE

** - SUBJECT TO AVAILABILITY

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\$1500 + GST

TRAIL SIDE PACKAGE

If you're looking to grow your business while remaining on budget, the "Trail Side Package" is the perfect option. Companies will get the opportunity to be recognized at the following 5 events: Comedy at the Clubhouse, Festival of Flavours, Beer Gardens, Christmas in the Clubhouse, and our Murder Mystery Night!

This package includes...

- Opportunities to be on-site at events*
- Full screen company name and logo displayed all year on the NBRA TV (6 min/hour)
- Logo recognition on newbrighton-connect.com
- Name recognition published in the NBRA Buzz newsletter (4000 house delivery monthly)
- 4' x6' company banner displayed at sponsored events**
- Logo and name on all event promotional digital/physical material*
- "Thank You" posting after each event on all the NBRA social media accounts
- Logo present on rotating sponsor ribbon found on front page of newbrighton-connect.com

* - WHERE APPLICABLE

** - IF PROVIDED TO THE NBRA



\$1000 + GST

EXPLORER PACKAGE

The “Explorer Package” is perfect if you’re a new business, or want to sponsor a few select events that interest you or your team. You’ll get the chance to pick from 4 of the following events to take part in: Comedy at the Clubhouse, Festival of Flavours, Movies in the Park, Halloween Spooktacular, Grand South Christmas Market, Murder Mystery Night, or the Royal Tyrrell Sleepover.

This package includes...

- Full screen company name and logo displayed all year on the NBRA TV (6 min/hour)
- Logo recognition on newbrighton-connect.com
- Name recognition published in the NBRA Buzz newsletter (4000 house delivery monthly)
- 4' x6' company banner displayed at sponsored events**
- Logo and name on all event promotional digital/physical material*
- “Thank You” posting after each event on all the NBRA social media accounts
- Logo present on rotating sponsor ribbon found on front page of newbrighton-connect.com

* - WHERE APPLICABLE

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\$500 + GST

SOCIAL PACKAGE

The "Social Package" is exactly what you need if you prioritize social media awareness of your company. With this package you'll be featured on the NBRA Instagram and Facebook page after every event found in this brochure & have your business name/logo present on newbrighton-connect.com.

This package includes...

- Full screen company name and logo displayed all year on the NBRA TV (6 min/hour)
- "Thank You" posting after each event on all the NBRA social media accounts
- Logo present on rotating sponsor ribbon found on front page of newbrighton-connect.com
- Name recognition published in our NBRA Buzz newsletter (4000 house delivery monthly)





NEW BRIGHTON RESIDENTS ASSOCIATION 2025 STAMPEDE BREAKFAST

SATURDAY, JULY 12TH, 2025 FROM 9AM-12PM

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

THE ULTIMATE BREAKFAST - \$1000

With over 5000 attendees last year the "Ultimate Breakfast" package is the biggest and best for this event!

- A table/tent featuring your business & company banner or popup stand displayed*
- Shout outs on all social media platforms during/after the event
- Your business name on all printed and digital promotional materials**
- Space within the NBRA Clubhouse to display business cards/pamphlets for the entire month of July
- "Thank You" posting on all the NBRA social media accounts
- Full screen logo displayed on the NBRA TV for the entire month of July

* - IF PROVIDED TO THE NBRA

** - WHERE APPLICABLE

NEW BRIGHTON RESIDENTS ASSOCIATION 2025 STAMPEDE BREAKFAST

SATURDAY, JULY 12TH, 2025 FROM 9AM-12PM

THE BIG BREAKFAST

\$500

- A table/tent featuring your business & company banner or popup stand displayed*
- Your business name on all printed and digital promotional materials**
- "Thank You" posting on all the NBRA social media accounts
- Shout outs on all social media platforms during/after the event

THE SINGLE SERVING

\$250

- Your business name on all printed and digital promotional materials**
- "Thank You" posting on all the NBRA social media accounts



ADDITIONAL OPPORTUNITIES

RINK BOARD ADS

2.75'x2.75' VINYL BANNER - \$600/year

8'x2.75' VINYL BANNER - \$1200/year

Showcase your company name/logo on the New Brighton hockey rink boards. The Hockey Rink is used widely throughout the year by a variety of sports programs and activity groups.

TV SLIDESHOW

1920x1080 STATIC IMAGE - \$25/month

Be present in the New Brighton Clubhouse month-to-month with a feature on the NBRA TV mounted in the Skate Change Room.

MESSAGING BOARDS

8.5"x11" POSTER - \$20/month

Feature your business and offerings throughout the Clubhouse on the acrylic messaging boards which are found both inside and outside.

GAME HUB

EXCLUSIVE SPONSORSHIP - \$500/year

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, and have naming rights to the library.

The NBRA is excited to collaborate with your business. If you have specific needs, can provide donated materials, or have ideas for other ways to be involved with the New Brighton Residents Association events, please reach out & connect!

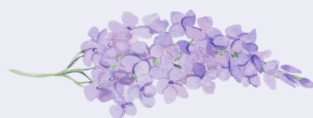
The New Brighton Residents Association team is always happy to discuss any product/in-kind sponsorship that would be relevant to any community events and that you would be willing to offer.

If you have any questions, comments, or concerns, please do not hesitate to reach out to 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.



If you have any questions or concerns about this clause, please reach out to the Special Events Coordinator.