



# Summerside Residents Association Event Sponsorship

## Class A Events

**Signature Event:** Summer Carnival & Fireworks – Aug 9, 2024

**Type:** Family friendly. Regular guest rules.

**Cost:** \$3500 each.

**Attendance:** 3000

Multiple individual sponsors accepted up to maximum 3.

For exclusivity of this event please Inquire.

**Event Name:** Resident Appreciation Breakfast - July 6, 2024

**Type:** Resident only. Family friendly.

**Cost:** \$3000

**Attendance:** 800

**Event Name:** Sip and Sizzle – July 12, 2024

**Type:** Resident Only + 3 guests. Adult Only. Paid.

**Cost:** \$3,000

**Attendance:** 300

**Event Name:** Holiday Fireworks – December 14, 2024

**Type:** Family friendly. Regular guest rules.

**Cost:** \$2000

**Attendance:** 1000

**Event Name:** Summer Kick Off – June 22, 2024 **SPONSORED**

**Type:** Family friendly. Regular guest rules.

**Cost:** \$1800

**Attendance:** 600

**Event Name:** Sno- Fest - February 10, 2024

**Type:** Family friendly. Regular guest rules.

**Cost:** \$1500

**Attendance:** 500

**Event Name:** Father's Day BBQ – June 8, 2024 **SPONSORED**

**Type:** Resident Only. Family friendly.

**Cost:** \$1,500

**Attendance:** 500

**Event Name:** Movie In the Park – July 20, 2024 **SPONSORED**

**Type:** Family friendly. Regular guest rules.

**Cost:** \$1500

**Attendance:** 500

**Event Name:** Easter Eggstravaganza – March 23, 2024

**Type:** Resident Only. Family friendly. RSVP

**Cost:** \$1,200

**Attendance:** 500

**Event Name:** Santa Photos – November 24, 2024 **SPONSORED**

**Type:** Resident Only. Family Friendly. RSVP. Paid.

**Cost:** \$1000

**Attendance:** 200

**Event Name:** Sip and Skate – January 19, 2024

**Type:** Residents and guests. Family friendly/Adult. RSVP Paid.

**Cost:** \$1,000

**Attendance:** 200

## Class A Benefits

### Social Media Exposure

2 customized posts, 2 direct posts, pre event exposure, and post event thank you.

### Program Guide Exposure

Full-page ad placement in online program guide in the quarter the event falls.

### Facility TV / Website Exposure

2X Exposure

### Ability to Attend

Up to 5 staff at the event.

Tent or booth allowed.

2-3 min mic time allowed if applicable.

### Signage

Large signage allowed at multiple locations throughout park.



# Summerside Residents Association Event Sponsorship

## Class B Events

**Event Name:** Mother's Day – May 4, 2024  
**Type:** Resident Only. RSVP. Adult.  
**Cost:** \$800  
**Attendance:** 40

**Event Name:** Bark in the Park – June 15 & September 7, 2024  
**Type:** Residents and Guests. Family Friendly.  
**Cost:** \$600  
**Attendance:** 200

**Event Name:** Rooftop Friday (7 / Year) – Please inquire  
**Type:** Resident Only. RSVP. Adult.  
**Cost:** \$250  
**Attendance:** 60

**Event Name:** Haunted House – October 21-23, 2024  
**Type:** Resident and guests. Family Friendly. RSVP  
**Cost:** \$600 per day per sponsor  
**Attendance:** 400 per day  
Multiple individual sponsors accepted up to maximum 3.  
For exclusivity of this event please Inquire. **1/3 SPONSORED**

**Event Name:** Ghouls Gathering – October 31, 2024  
**Type:** Resident and Guests. Family Friendly  
**Cost:** \$200  
**Attendance:** 300

**Event Name:** Coffee Morning (Please inquire)  
**Type:** Resident and Guests  
**Cost:** \$180 Non-Peak / \$200 Peak Season  
**Attendance:** Non- Peak Season 50 / Peak Season 200

## Class B Benefits

### Social Media Exposure

Pre-event exposure. Post event thank you on our social media with links to your webpage.

### Program Guide Exposure

Quarter page ad placement in online program guide in the quarter the event falls.

### Facility TV / Website Exposure

1X Exposure

### Ability to Attend

Up to 2 staff at the event. Ability to speak to residents individually.

### Signage

Small signage allowed at one location in park.

**The Summerside Residents Association depends on the support from sponsors to make our events the best they can be. Whether it's assistance with purchasing food, prizes, entertainment or even general costs of much larger events. Sponsorship of the SSRA puts your company's name in the minds of the community residents, their guests as well as future clients.**

Contact 780-497-7558 Ext 2 or [programs@lakesummerside.ca](mailto:programs@lakesummerside.ca) to confirm your sponsorship or to discuss opportunities.