

Lake Summerside Residents Association Event Sponsorship

About our Community

Lake Summerside Resident's Association is excited to present you with the opportunity to become a part of the lively, expanding community of Lake Summerside. Lake Summerside Resident's Association (SSRA) is a non-profit organization, which is professionally managed and maintained to ensure Summerside's community features, amenities, and the Beach Club lake facility will continue to be both aesthetically pleasing, and conveniently available, for the long-term use of its residents. The SSRA also offers many sports, fitness, and recreation programs for all age groups throughout the year. Furthermore, the SSRA hosts a collection of free events to promote a sense of community among Summerside residents. The SSRA boasts a 32 acre man made fresh water lake that is available during park hours for swimming, fishing, boating, or just lying on the beautiful sandy beach. The facility offers a variety of activities such as basketball, tennis, volleyball, a playground, and a picnic area.

Benefits of Sponsorship

- We have events to fit any budget, with packages starting from \$180
- Events can attract upwards of 4,000 residents and guests
- Customized exposure on our social media pages with an average of 1800 impressions per post
- Recognition as a contributor to the community where we have over 4300 homes
- Exposure to 110,000 people visiting our facility annually
- Opportunities to represent your organization at RA events, such as providing a company banner or signage, or handing out promotional materials

We appreciate your consideration in sponsoring the Summerside Residents Association.

By sponsoring the SSRA you are helping to grow our community, and your business. With your help, we can provide the residents of Lake Summerside (your clients) with useful facilities and great events throughout the year.



To get involved in this great opportunity or for more information on the SSRA please contact 780.497.7558



Summerside Residents Association Event Sponsorship

Class A Events

Event Name: Summer Carnival & Fireworks – Aug 12, 2022
Type: Family friendly. Regular guest rules.
Cost: \$3500
Attendance: 3000

Event Name: Resident Appreciation Breakfast - July 9, 2022
Type: Resident only. Family friendly.
Cost: \$3000
Attendance: 800

Event Name: Sip and Sizzle – July 15, 2022
Type: Resident Only + 3 guests. Adult Only. Paid.
Cost: \$3,000
Attendance: 300

Event Name: Holiday Fireworks – December 18 2022
Type: Family friendly. Regular guest rules.
Cost: \$2000
Attendance: 1000

Event Name: Canada Day – July 1, 2022 - Please inquire
Type: Family friendly. Regular guest rules.
Cost: \$1800
Attendance: 600

Event Name: Sno- Fest - February 12, 2022
Type: Family friendly. Regular guest rules.
Cost: \$1500
Attendance: 500

Event Name: Father’s Day – June 11, 2022
Type: Resident Only. Family friendly.
Cost: \$1,500
Attendance: 500

Event Name: Urban Campout/ Movie In the Park – July 23, 2022
Type: Family friendly. Regular guest rules.
Cost: \$1500
Attendance: 500

Event Name: Haunted House – October 24-26, 2022
Type: Resident and guests. Family Friendly. RSVP
Cost: \$1,400
Attendance: 1200

Event Name: Easter Eggstravaganza – April 9, 2022
Type: Resident Only. Family friendly. RSVP
Cost: \$1,200
Attendance: 500

Event Name: Santa Photos – November 26, 2022
Type: Resident Only. Family Friendly. RSVP. Paid.
Cost: \$1000
Attendance: 200

Event Name: Sip and Skate – January 15, 2022
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.



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Class B Events

Event Name: Mother's Day – April 30, 2022
Type: Resident Only. RSVP. Adult.
Cost: \$800
Attendance: 40

Event Name: Woofstock – September 10, 2022
Type: Residents and Guests. Family Friendly.
Cost: \$600
Attendance: 200

Event Name: Rooftop Friday (8 / Year) – Please inquire
Type: Resident Only. RSVP. Adult.
Cost: \$250
Attendance: 60

Event Name: Ghouls Gathering – October 31, 2022
Type: Resident and Guests. Family Friendly
Cost: \$200
Attendance: 300

Event Name: Coffee Morning/Mimosa Mornings (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 or programs@lakesummerside.ca to confirm your sponsorship or to discuss opportunities.



Summerside Residents Association Event Sponsorship

Sponsorship Application

- There is an initial application period to sponsor events with a deadline of **May 2** for the 2022 season.
- After the initial application period, events will be awarded on a first come- first serve basis.
- If multiple applications are received to sponsor an event, there will be a random draw done to award the event to an applicant.
- If an applicant is successful, they will be removed from the draw for any other event that has multiple sponsor applications.
 - An exception to this would occur if multiple businesses apply to sponsor a specific event, but were all already awarded an event.
 - For example: Business A, B, and C already successfully applied to sponsor their first choice of event. They all had Seasons Celebration as their second choice, but Business D had yet to successfully win a draw. Business D would be the sponsor for Seasons Celebration. However, Business A, B, and C had all selected Sip and Sizzle as another event they are interested in. There would be a draw between Business A, B and C to award sponsorship of Sip and Sizzle.

Please list all events you are interested in sponsoring in priority order.

- If you would like to commit to sponsoring multiple events, please circle all events that you would want to commit to sponsoring if your application is successful.
- If no events are circled, the SSRA will assume you only want to sponsor 1 event, based on your listed order.

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____



Summerside Residents Association Event Sponsorship

I, _____, understand that my application to sponsor an event is binding and that if my application is successful, I have committed to financially compensating the SSRA in full, as per the costs of each event outlined in the Sponsorship Package. I also understand that my application can only be retracted during the initial application period by contacting SSRA Management directly, and receiving written communication confirming that the application retraction has been received. Application retractions must be submitted by 5pm MST on May 2, 2022.

Company Name: _____

Name: _____

Position: _____

Email: _____

Phone: _____

Signature: _____

Date: _____

I would like to be contacted via _____ by SSRA Management to discuss my application further.

For more information call the SSRA office at 780-497-7558 or email programs@lakesummerside.ca